



NEWS RELEASE

For Immediate Release

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Coconut Juice Has a Place at the Cool-Kids Table

10 oz. Amy & Brian Coconut Juice Cans Provide All-Natural Nourishment at School

Buena Park, CA (May, 2014)— As kids begin a new school year, parents are juggling sports signups, school supply shopping, and possibly experiencing anxiety over their children’s learning success. Recent studies show that dehydration can result in a cognitive decline of up to 10%.¹ As students are constantly battling a variety of stimuli in their attempts to focus in class, dehydration shouldn’t add to these concerns. [Amy & Brian’s Coconut Juice](#) in new, 10 oz. portable cans provide a child-approved, nutritious beverage which knocks one item off of parents’ to-do lists.

Amy & Brian’s pure young Thai coconut water is a refreshing, slightly sweet, natural beverage that is low in calories and free from fat, cholesterol, and preservatives. With a crisp coconut flavor and smooth natural vanilla and caramel undertones, Amy & Brian’s Coconut Juice is a favorite among children and adults alike. Many say that it “tastes like the real thing,” because it is the real thing— containing pure coconut water (with varieties with pulp and lime juice), no additional sugar or artificial flavors. The refreshing taste of this beverage makes it ideal for supporting active and engaged students.

“We have always been a favorite among kids,” says David Hollister, a spokesperson for Amy & Brian Naturals. “We are hoping our new, 10 oz. can available in 6-packs will be a convenient way for children to stay refreshed and nourished while at school.” Priced under \$8.00 for a pack of six, Amy & Brian’s 10 oz. Coconut Juice is a hit with cost-conscious parents, too. Sweet and simple, Amy & Brian’s Coconut Juice offers parents peace of mind knowing their children are kept healthy and hydrated during the hustle and bustle of the school year.

About Amy & Brian Naturals

Amy & Brian Naturals, a family-run business, has been selling coconut juice for over a decade. Sourced only from young green Thai coconuts, Amy & Brian coconut juice has a natural sweetness and well-rounded coconut taste without the addition of flavorings or additional sugar. Available in a variety of flavors (including fresh lime) and sizes, Amy & Brian is passionate about giving consumers a great tasting product. Amy & Brian Coconut Juice can be found with or without pulp in mainstream and natural specialty supermarkets throughout North America.

¹ <http://www.healthybrainforlife.com/articles/school-health-and-nutrition/feeding-the-brain-for-academic-success-how/?searchterm=dehydration>



For further information about Amy & Brian Naturals or for media related inquiries, please contact Dana Kurth of Christie Communications at (805) 969-3744 or via email at dkurth@christiecomm.com.

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