



Gluten-Free



## ALO DRINK LAUNCHES NEW LINE, NEW SIZE AND NEW VARIETY

**SAN FRANCISCO, CA, September 1, 2014** – ALO Drink, the #1 ready-to-drink aloe vera beverage in the U.S. grocery channel, will launch a variety of new products at the Natural Products Expo East show in September.

“We’re keeping up our brand’s momentum and adding more variety to our product lines in a direct response to our fans,” said Henry Chen, President of ALO Drink. “Our fans love our products and want more options. By adding these new varieties, we’re satisfying our current fan base as well as attracting new customers.”

ALO Drink, which received Non-GMO Project Verification for all of its products in March 2014, will launch a pulp-free line featuring five of its best-selling original flavors. In addition to the new line, ALO Drink will add a new flavor, ALO Crisp—a blend of Fuji apple and pear—to its original line up and will launch a larger 975ml bottle for two of its most popular flavors, ALO Exposed and ALO Allure.

Aloe vera based beverages have seen a rise in popularity in recent years due to the range of health benefits from drinking aloe vera juice and pulp, which provides a variety of beneficial vitamins, minerals and amino acids.

“We’re excited to continue satisfying our fans with new products as well as continuing our mission to provide them with ‘Goodness from Inside Out™,’” said Chen.

**ALO Drink will be launching and sampling its newest additions to its product line at the Natural Products Expo East show in September at Booth 2605.** The anticipated availability to the trade is January 2015, with retail launch expected in early Spring 2015.

### ABOUT ALO DRINK

The ALO Drink line continues to garner high praise, winning The Gourmet Retailer’s 2013 Editor’s Pick Award for the Best New Product. ALO has also received recognition in both 2012 and 2013 as a finalist in The Natural & Organic Award’s for Best New Drink, Beverage Innovation’s 2012 Best Consumer Campaign Award, as well as Beverage Innovation’s 2011 Best Natural Functional Drink Award. ALO Enrich, ALO Drink’s pomegranate & cranberry flavor, was also a 2010 sofi™ Silver Finalist Award Winner for Best Cold Beverage presented by the National Association for the Specialty Food Trade (NASFT), while the ALO Drink line won Beverage World Magazine’s 2010 Bronze Award in the Functional/New Age Drink category.

ALO Drink, a division of SPI West Port, was established in 2009. ALO Drink is the best selling ready-to-drink aloe vera beverage line in the U.S. natural and grocery channel, and the #2 brand in the fast-growing Shelf Stable Functional Juices category. ALO Drink is available in retail stores across the US including nationwide at Whole Foods Market, Rite Aid, Sprouts, Cost Plus, and Vitamin Shoppe; and in regional chains such as Ingles, Hy-Vee, Jewel Osco, Lucky, Save Mart, Raley’s, Wegman’s, King Soopers, and Albertson’s. For more information about ALO Drink products and retailers, visit [www.alodrink.com](http://www.alodrink.com) or email [info@alodrink.com](mailto:info@alodrink.com).