



## ALO DRINK INCREASES ITS CONVENIENCE STORE PRESENCE

**SAN FRANCISCO, CA, October 2015** – ALO Drink, the top ready-to-drink aloe vera beverage in the United States grocery channel, has expanded its focus on the convenience store channel. 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 United States grocery channel, and the #2 brand in the fast-growing Shelf Stable Functional Juices category.

Key components of this focus include a new pulp-free line of beverages and the launching of a new line of 350mL beverages, ALO Essentials in February 2016.

ALO Drink has set its sights on increasing its presence in convenience stores across the United States. ALO Original has been selling well in select QuikTrip, Chevron, Kangaroo Express and Enmark stores, as well as many independent c-stores since entering the channel in 2011. According to the February 2014 issue of NACS Magazine, convenience stores account for 34.3% of all retail outlets in the United States.

“We’re anticipating a lot of opportunities to grow within the market,” said Henry Chen, president and CEO of ALO Drink. “ALO Original and Pulp-Free are the perfect answers to the rising popularity of new age functional drinks at convenience stores. With many shops using functional drinks to drive more traffic to their stores, beverages like ALO are one of the reasons why 50% of consumers are entering convenience stores in the first place.”

ALO Drink will attend the National Association for Convenience Stores (NACS) expo at the Las Vegas Convention Center, **October 11-14**. Attendees may visit the ALO booth (**#3712**) to learn more about its products as well as to sample its line of pulp-free varieties **and the new ALO Essentials line**.

### ABOUT ALO DRINK

The ALO Drink line continues to garner high praise, winning The Gourmet Retailer’s 2015 Editor’s Pick Award for the Best New Product in the beverage category. ALO Drink 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 soft™ 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 is available in retail stores across the US including nationwide at Whole Foods Market, Rite Aid, Sprouts, Cost Plus, Safeway and Vitamin Shoppe; and in regional chains such as Ingles, Hy-Vee, Jewel Osco, Publix, Lucky, Save Mart, Raley’s, Wegman’s, King Soopers, and Albertson’s. ALO Drink is now also available in select convenience stores across the US, including nationwide at Sunoco, Super America, Chevron, QuikTrip, TA Petro, Gate Petroleum, Kangaroo Express, The Pantry/Circle K, EnMark, among many others. 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).



Free music for your mind.

100% All Natural Aloe Vera Pulp & Juice

16.9 FL OZ (500mL)