



ALO DRINK CONTINUES STRONG GROWTH WITH NEW PRODUCTS AT NATURAL PRODUCTS EXPO WEST

SAN FRANCISCO, CA, March, 2016 – ALO[®] Drink, the #1 ready-to-drink aloe vera beverage in the U.S. grocery channel, will launch more exciting products at the 2016 Natural Products Expo West show.

ALO Drink, which received Non-GMO Project Verification for all of its products in March 2014, launched a pulp-free line featuring five of its best-selling original flavors in 2015. In addition, ALO Drink added a new original line flavor, ALO Crisp—a blend of Fuji apple and pear—and a larger 975ml bottle for two of its most popular flavors, ALO Exposed and ALO Allure.

New in February 2016 is ALO Essentials, a 350ml variety that adds new flavors in a smaller delivery. This makes ALO's blend of real aloe vera juice refreshment easier to take on the go and provides a price that's attractive to those wanting to try the leading brand. Two new 16oz, tantalizing, original line flavors are also on board for 2016 to fit every taste moment for new and old fans alike.

"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."

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.

ALO Drink will be featuring and sampling its newest additions to its product line at the Natural Products Expo West show in March at Booth 3176. ALO Essentials is available now, and the anticipated new original line flavors will launch to retail this summer.

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 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 alodrink.com or email info@alodrink.com.

