



**For more information, contact:**

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**Luna & Larry's Coconut Bliss® Fact Sheet**

Luna & Larry's Coconut Bliss is the #1 selling individual sku of non-dairy frozen dessert for 4 years running\*. This coconut milk ice cream, created by Luna Marcus and Larry Kaplowitz, is the first certified organic dairy-free ice cream that is also soy-free, gluten-free, Non-GMO verified and made with Fair Trade ingredients.

Coconut Bliss is available throughout the United States and Canada. There are 15 flavors available in pints: Vanilla Island, Dark Chocolate, Naked Coconut, Chocolate Hazelnut Fudge, Mint Galactica, Cherry Amaretto, Ginger Cookie Caramel, Chocolate Peanut Butter, Cappuccino, Chocolate Walnut Brownie, Lunaberry Swirl, Mocha Maca Crunch, Pineapple Coconut, Naked Almond Fudge and Salted Caramel & Chocolate. Coconut Bliss also makes 4 flavors of novelty bars: Dark Chocolate, Naked Coconut, Strawberry Love and Café Latte.

**Coconut Bliss ingredients**

- USDA certified organic
- Non-GMO Project verified
- Certified Fair Trade Cocoa, Dark Chocolate and Coffee
- Certified Kosher Pareve (except Chocolate Walnut Brownie and Ginger Cookie Caramel)
- Certified organic agave is third-party tested for purity

**Health benefits of Coconut Milk**

- Coconut milk contains medium-chain fatty acids, which the body can easily absorb and use as energy. Because the body does not store cholesterol free coconut fat, there is less impact on arteries and blood vessels, which lowers the risk of heart disease.
- Coconut milk is rich in lauric acid, a medium-chain triglyceride (MCT). According to the National Center for Biotechnology Information, lauric acid has many germ-fighting, anti-fungal and anti-viral properties that are very effective at ridding the body of viruses, bacteria and countless illnesses.



- Vitamins C, E, and many B vitamins are abundant in coconut milk, as well as magnesium, potassium, phosphorous and iron.

### **Sustainability & Company Culture**

- The office is powered by [EWEB's Greenpower](#).
- Member of the [Bonneville Environmental Foundation](#) (BEF) to purchase Water Restoration Credits.
- In January of 2010 the company moved into a centrally located 100 year-old farmhouse. They upgraded the building with full spectrum lighting, organic wool carpets, and natural "no VOC" paint.
- Pint containers are recyclable at any recycling facility that accepts juice and milk cartons.
- Coconut Bliss donates annually to dozens of non-profits, both local and national organizations that work for health and education. Additionally, they host an annual fundraising event *A Night of Bliss*, in order to give back to the community that helped to give them their start.

### **Production and Distribution**

- Coconut Bliss is produced in Eugene, Oregon
- Pints and novelty bars are distributed to all Whole Foods stores as well as most co-ops and independent natural food stores throughout the US and Canada.
- Find stores that carry Coconut Bliss by using the store locator tool at <http://www.coconutbliss.com>
- Media kit, including high-resolution images, available at <http://www.coconutbliss.com/media-kit>

\*SPINScan Natural, Channel: Natural Producers Supermarkets- \$2mm Total US, 52 week ending 2/6/13, SPINS defined Frozen Non-Dairy Desserts