



Gluten-Free



ALO DRINK INCREASES ITS CONVENIENCE STORE PRESENCE

SAN FRANCISCO, CA, September 2014 – ALO Drink, the top ready-to-drink aloe vera beverage in the U.S. grocery channel, has expanded its focus on the convenience store channel. Key components of this focus include a new Pulp-Free line of beverages, the hiring of a new c-store focused sales manager and attendance at the 2014 NACS trade show.

ALO Drink has set its sights on increasing its presence in convenience stores across the U.S. ALO Original has been selling well in select Quik Trip, Kangaroo Express and Enmark stores, as well as many independent c-stores since entering the category in 2011.

“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.”

According to the February 2014 issue of NACS Magazine, convenience stores account for 34.3% of all retail outlets in the United States.

ALO Drink will attend the National Association for Convenience Stores (NACS) expo at the Las Vegas Convention Center October 7-10. Attendees may visit the ALO booth (#3438) to learn more about its products as well as to sample its line of Pulp-Free varieties.

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. 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 or email info@alodrink.com.



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EXPOSED
ORIGINAL + HONEY

100% All Natural
Aloe Vera Pulp & Juice

16.9 FL OZ (500mL)

Free music for your mind. ▼