



ACAI ROOTS INTRODUCES NEW ORGANIC JUICE: ACAI + COCONUT WATER

San Diego, CA (October, 2011) - Acai Roots, a lifestyle brand, top supplier of natural and organic Brazilian style super food acai products, today announced the launch of its newest ready-to-drink beverage, *Acai Juice + Coconut Water*.

The second flavor in the Acai Roots juice portfolio (following the company's previous *Pure Premium Acai* flavor), *Acai Juice + Coconut Water*, is an organic whole food, full of omegas and with a super-hydration functionality in every sip. As with all Acai Roots products, it is an antioxidant powerhouse, packed with vitamins and minerals.

The brand's new shelf-stable and USDA certified organic product is a delicious blend of two tropical Brazilian ingredients; a perfect option for active and health-conscious consumers looking for a nutritious, healthy, yet luscious ready-to-drink alternative.

"Acai Roots' organic *Acai Juice + Coconut Water* is a perfect combination of two popular Brazilian fruits beverages. When combined, the two become a delicious and very nutritious premium juice blend," said Marco Rega, Acai Roots Co-founder and Sales Director. "It is a perfect breakfast option, or a pick-me up anytime. Ideal prior or after any activity," added Rega.

Acai Roots' Acai Juice + Coconut Water is available in 32 ounce and 10 ounce bottles with a SRP of \$7.99 and \$2.99, respectively. The product will be available in grocery and natural food stores nationwide, as well as through the company's website beginning this month.

About Acai Roots

Have you ever missed something from your childhood? Something that was phenomenally good for you, and you knew it? That was the feeling that gripped several Brazilian expatriates one day in 2005. They had just finished playing soccer in San Diego.

"We had all grown up with acai, and we started talking about how great it was in Rio with that active lifestyle - the Cariocas of Rio are famous for having an active lifestyle and a balanced diet, and acai is a big part of that. That was the missing piece: the acai. There were companies bringing it to the U.S., but it just wasn't what we grew up with - it wasn't fresh. So we decided to start Acai Roots™, and do it right."

Today Acai Roots™ offers a full line of delicious and healthy acai berry products including organic acai sorbet, organic juices, smoothies and supplements. All formulated to exacting standards by Brazilians who were born and raised on a healthy diet of acai.

For more information, please visit www.acairoots.com. You can also Like Acai Roots™ on [Facebook](https://www.facebook.com/acairoots) or follow us via Twitter [@acairoots](https://twitter.com/acairoots).

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