



**VITA COCO COCONUT WATER, THE NUMBER 1 CHOICE FOR NATURAL HYDRATION AT THE LUNCH!  
FOOD-TO-GO SHOW**

Vita Coco will be hydrating foodies at this year's double award winning Lunch! trade show. Effective hydration is important, and the nation is quickly discovering the ultimate form of natural hydration in Vita Coco. So why not pay us a visit during the show, and rehydrate? You can find us at Lunch! stand number IZ-X on 29<sup>th</sup>- 30<sup>th</sup> September, Old Billingsgate, London.

Vita Coco is based on one single ingredient: fresh coconut water. The coconut water used in Vita Coco comes from young green coconuts and is full of naturally occurring potassium and essential electrolytes. With no colourings, preservatives or flavourings and not produced from concentrate, Vita Coco offers a truly natural route to hydration.

Suzie Perry celebrity nutritionist says "Coconut water contains 1/5 of the sugar found in fruit juice plus it contains fibre so it's a good pick-me-up. Busy schedules, demanding careers and hectic lifestyles mean that we all experience energy lows from time to time. Coconut water can help top up blood sugar levels and deliver a sustained lift in energy and mood. This magical water certainly contains all the right nutrients in the right levels for such health benefits to be truly possible"

The natural hydration and nutritional properties of Vita Coco Coconut water has won the brand a loyal following from health gurus, professional athletes, celebrities to fashion editors and beauty experts. Sienna Miller, Halle Berry, Jessica Simpson, Ed Westwick and Jay-Z, have all been spotted with Vita Coco in recent months and Madonna, Matthew McConaughey, Demi Moore and Anthony Kiedis have become such big fans they have actually now invested in the brand.

**More Info:**

Vita Coco Coconut water is available in three sizes: 330ml, 500ml and 1litre. As well as the 100% Pure Coconut water, Vita Coco is also available in four flavours (produced by combining the 100% natural coconut water with fruit puree, keeping the natural offering):

- Coconut water with Pineapple

- Coconut water with Peach & Mango
- Coconut water with Passion Fruit
- Coconut water with Acai & Pomegranate



**ENDS**

### **About Vita Coco**

Vita Coco was founded by long-time friends Michael Kirban and Ira Liran in 2004 and is based in New York City. The Vita Coco brand is a leader in the natural-functional beverage category.

Vita Coco is currently sold at over 20,000 retailers globally, and in the U.K. can be found at, Harvey Nichols, Holland & Barrett, Nutri Centres, Ocado, Planet Organic, Sainsbury's, Selfridges, Tesco, Waitrose, Wholefoods & other leading independents.

Visit: [www.vitacoco.co.uk](http://www.vitacoco.co.uk)

### RRP

330ml Pure and Flavours                    ranging from £1.49

500ml Pure and Flavours                   ranging from £2.49

1 Litre Pure                                        ranging from £3.49

**For more information, please contact Naomi or Jo at TASTE PR on 0207-242-2844 or email:**

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