



FOR IMMEDIATE RELEASE

Amy & Brian Coconut Juice: The Natural Way to Alleviate a Hangover

Los Angeles, CA—November 20, 2006—Amy & Brian is pleased to introduce Americans to a delightful, functional beverage—Coconut Juice from young green coconuts. And the timing couldn't be better.

At year's end when the spirit of the season often takes the form of consuming spirits, folk cures for the hangover abound. Many involve drinking more alcohol—obviously a bad idea. Others may speak to one symptom—such as aspirin for headache, ginger juice for upset stomach, caffeine for lethargy. The way to obtain the most complete relief is to address the root cause—dehydration-- and the resulting imbalance in the body's electrolytes.

Amy & Brian Coconut Juice (not to be confused with coconut milk) is the perfect drink for the morning after and...for the next day... because it is a natural isotonic beverage. Its salt concentration matches that of the body, enabling efficient fluid and mineral replacement and rehydration. Coconut Juice is nature's most highly concentrated source of electrolytes and a good source of potassium and calcium. Amy & Brian Coconut Juice is low in calories, only 76 per serving.

Monica Bhide, cookbook author and food journalist (monicabhide.com), has found that, "coconut juice works really well as a cure for nausea." Morton Satin, Chief of the UN's Agricultural Industries Service and inventor of a breakthrough technology to process coconut juice, calls it "the fluid of life" and sees it as a natural contender in the sports drink market. "Just think of it," he said, "What could be better than a natural beverage product with the delicate aroma, taste, drinking characteristics and nutritional value of pure, fresh, tender coconut juice, plus all the functional characteristics required of a sports drink?"

Amy & Brian Coconut Juice is extracted from green coconuts less than nine months old. Unlike many coconut juice products which contain sodium metabisulfite, sugar and water, Amy & Brian offers three all-natural, 100% juice products made without additives, stabilizers, preservatives or added sugar: Juice with Pulp; Juice, Pulp Free; and Juice with Lime. In recent blind taste tests, most consumers find that Amy & Brian Coconut Juice, which is produced in Thailand, has a richer coconut flavor than competitive brands made in Brazil.

Amy & Brian Coconut Juice (AKA coconut water) is the water from young green coconuts. Coconut milk, on the other hand, is made from the expressed juice of mature coconuts mixed with water. Coconut oil is the fatty oil that comes from coconut meat.

The New Year may be the perfect time for Americans to discover the marvelous flavor of Amy & Brian products. When we make our resolutions to pursue a healthy life style, we can benefit greatly from making Coconut Juice a part of our daily diet. Amy & Brian is sold at Whole Foods Market nationwide, Earth Fare, Vitamin Cottage, Shaw's Supermarkets, Ralphs and hundreds of natural and specialty food stores, and is available online at amazon.com.

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