

News Release

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Superior Hydration Reigns Supreme as Bottled Water is Projected to Outsell Soda

Sarasota, Fla. – A recent article in the *New York Times* proclaims that bottled water sales will surpass those of carbonated soft drinks by the end of this decade, if not sooner. (NyTimes.com)

Consumers are demanding healthier beverages such as bottled water, enhanced water and even tap water. In the prevention of heart disease and diabetes, the American Heart Association recommends that an adult consumes no more than 100-150 grams of sugar per day. A single soda contains as much, if not more, of that recommended daily allowance – a big deal when you consider that sugar can be found in our foods in a variety of forms: raw sugar, honey, syrup, fruit juice, corn syrup, molasses, etc. (Heart.org)

The City of San Francisco, among a growing number of municipalities nationwide, has defined a preliminary rule: a beverage qualifies as healthy when it either contains less than 25 calories or more than 50% fruit or vegetable juice by volume. The City is considering a tax at a rate of 2 cents per ounce on sodas and other beverages that do not meet these thresholds, or an extra 34 cents on a 16.9 oz. can of soda. The tax revenue, projected at over \$30 million per year, is proposed to fund health, nutrition and activity programs for city youth. (SFGate.com)

“The beverage industry has and will continue to spend millions of dollars to lobby voters to defeat such proposals nationwide,” said AquaNew CEO, Rob Gourley. “One wonders if it would be more prudent for that money to fund new healthier beverage innovations, perhaps those with a higher therapeutic value by adding AquaNew’s Watt-Ahh® which maintains the flavor and sweetness while using less sugary sweeteners, and reduces any unpleasant aftertaste.” Gourley continued, “The result is a carbonated soda or an enhanced water that is part of a healthier diet and exempt from – let’s call it what it really is – an ‘obesity tax’.”

A recent article in BevNet Magazine has Gourley encouraged about a healthier future for all, as the industry learns that superior hydration reigns supreme. Wise consumers are still choosing pure water over enhanced water beverages, suggesting that the best options are still the simplest that nature can offer. (BevNet.com)

Watt-Ahh® - Natural Energy for Smart Brains
(Pure Water ... that's all.)

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