

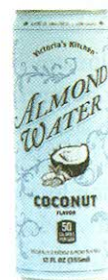
Phenoh has introduced a refreshed package and a three-flavor line of functional, plant-based alkaline hydration beverages: Active Mixed Berry, Invigorating Green Melon, and Energizing Tropical Fruit. PHenOH 7.4's alkaline hydration system is infused with premium essential electrolytes and organic plant-based nutrients.



Protein2o launched a product refresh this spring that included a transition to 100 percent whey protein isolate, a new package design and the addition of a fifth flavor, Tropical Coconut. The brand has reported a 250 percent increase in sales volume since the transition. In May the brand gained distribution in Rite Aid stores nationwide.



Victoria's Kitchen is continuing the expansion of its new 50-calorie line in 12 oz. slim cans. Earlier this year the brand launched its new format in New York, as well as in its current top markets.



Hint has launched a brand extension called Hint Kick, a three-SKU line containing 60 mg of caffeine from coffee bean extract per bottle. Available in Apple Pear, Black Raspberry and Lemon Cayenne flavors, Hint's new offerings are available in the brand's traditional 16.9 oz. bottle.



AquaNew's Watt-Ahh is 100 percent pure water in a stable crystalline-like structure containing a reservoir of electrons. The polarized water enhances flavor and functional efficacy of any ingredient added. The WIT Technology used to make Watt-Ahh was showcased by Informa's Global Health and Nutrition Network as one of top five innovations that exhibited at the 2016 Ingredient Marketplace held in Orlando, Florida.



DRINKmaple has officially launched its newest product, DRINKmelon Organic Watermelon Water – now available in stores in the Northeast. Produced in Vermont, DRINKmelon is a single-ingredient, plant-based functional beverage and the only 100 percent organic, shelf-stable watermelon water available in major grocery stores today. The launch coincides with widespread distribution gains of the brand's original beverage and namesake, DRINKmaple Organic Maple Water, which has added several retailers nationwide.



Blossom Water, a brand of floral-infused essence waters, has secured new retail authorizations at 1,075 grocery stores under the Kroger banner. The brand's entry into Kroger-owned stores will span 35 states across the country in Kroger's Pacific, Rocky Mountain, Southwest, Southeast and Midwest regions. To support the growth, the company says it will embark on its first institutional capital raise this fall.



VROU Water has added a Coconut Pineapple flavor to its five-SKU line of naturally flavored micronutrient waters, joining Watermelon Basil, Lemon Ginger, Cucumber Lime, and Orange Guava. Widely available at Whole Foods Market, VROU Water is consumed by the likes of many New York Rangers, popular musicians, fitness enthusiasts and other celebrities.



CORE. In an effort to help support the increased demand and popularity of CORE Hydration, the brand is launching two new packs in early Q1. For when a 30 oz. bottle just isn't enough, CORE is releasing a new 1.3 L pack and for ease of pantry loading, CORE will be releasing a 6-pack of 500 mL CORE Hydration bottles.



AQUAhydrate continues to help consumers get more from their water with the launch of an innovative 1 Gallon package focusing on the grocery, specialty, and convenience channels. The Gallon jug has quickly become one of the fastest-growing premium high pH packages.



good2grow. Launched with select retailers in 2015, good2grow Juicy Waters line has two enhanced waters with real organic fruit juice. Both flavors are generating sales dollars that put them in the top 11 SKUs within the juice category in convenience stores. As part of the national rollout, the company is targeting placement in the water cooler door to fuel even more growth for retailers.



Generosity Water is the only mineral enhanced alkaline water on the market with a pH balance of 10.0. For each bottle sold, two people in developing communities receive clean drinking water for a month through a give back model that consists of financial support to the building of sustainable wells within these communities. With

