

# Vitamin Waters



### Activate's Vitamin

- \*Vitamins stay fresh in this innovative lid design
- \*5 calories, 0 sugars (sweetened with Stevia)
- \*100% of 5 essential vitamins



### Glaceau's Vitamin Water

- Fruit Punch
- Kiwi Strawberry
- Tropical Citrus



### Sobe Lifewater

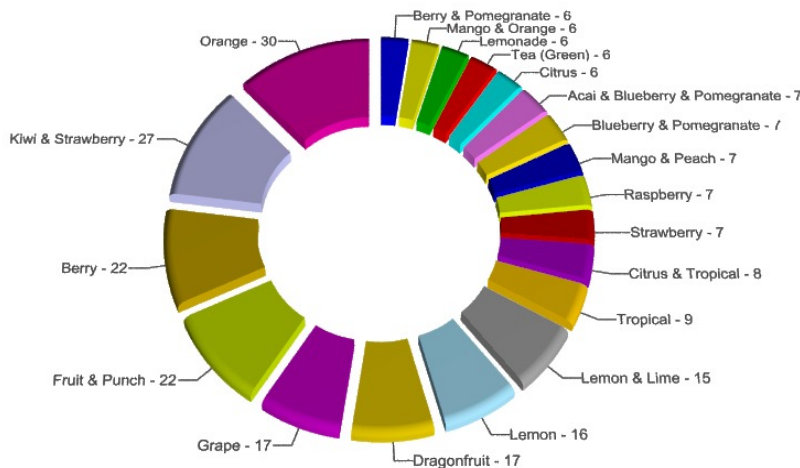
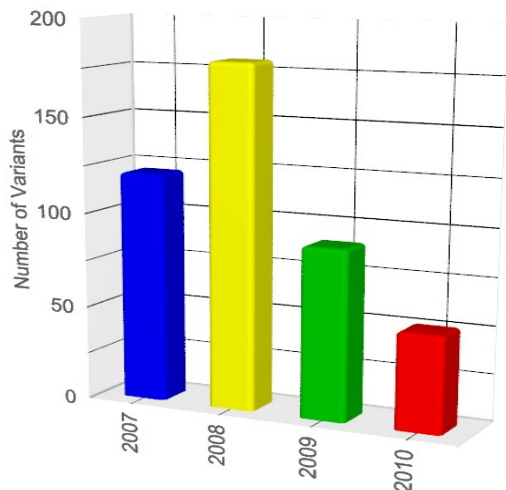
- Yumberry Pomegranate (for purification)
- Goji Apple Pear (for fat loss)
- Black and Blueberry (with antioxidants)

More Americans are becoming health conscious consumers and the market is answering their demands with products that allow them to obtain essential vitamins, minerals, and vital nutrients while going about their busy life styles. Multi-tasking is all the rage these days. The human body needs water to survive and it also needs nutrients to function. Why wouldn't you want to *kill two birds with one stone* and drink a product that delivers both to your body in one shot?!

Vitamin waters are a new way to supplement your diet with vitamins while hydrating your body at the same time. As seen below, the category has expanded since 2007 and experienced a decline in 2009. This was probably due to the weak economic conditions in the U.S. market. Growth is anticipated for 2010 and beyond as the category continues to move into new functional areas. Vitamin waters allow your body to absorb vitamins at a faster rate than can be delivered with traditional food products. Some of these low calorie drinks are loaded with anti-oxidants that help boost the immune system and provide overall good health. Anti-oxidants are nature's own way of preventing many different illnesses, reducing the effects of aging, and keeping the immune system healthy and working great! Everyone needs to drink 64 ounces of water daily so why not drink water that has an amazing taste and helps to keep your body functioning at its highest potential? You can see some of the most popular flavor profiles below as examples from products recently launched in the market.

Vitamin and Fortified Water in US - Top 20 Flavors (Number of Variants)

Vitamin and Fortified Water New Product Lauches in the US



(Mintel, GNPD)

Due to the successful introduction of the above products, Trilogy's team of flavor and development experts have been working hard to develop flavors that people want to drink day after day. Here is a sample of some of our flavors that will activate your taste buds...

- |                      |                 |                      |                    |
|----------------------|-----------------|----------------------|--------------------|
| Lemon Twist*         | Lemonade Twist* | Ginger Citrus Twist* | Mojito Type Twist* |
| Blueberry Pur'er Tea | Blueberry Acai  | Natural Pear         | Brazilian Tropic   |
| Pomegranate Lime     | Honeydew Melon  | Guava Peach          | Raspberry Peach    |