



## NEWS RELEASE

### **Happy Planet Introduces Four New Fresh Smoothie Flavours**

*Innovative flavours and a refreshed Extreme Line score high with consumers*

VANCOUVER, B.C. – (October 8, 2013) Happy Planet's smoothie line just got a whole lot smoother – the company is launching four delicious new flavours: Blackberry, Boysenberry & Blackcurrant; Coconut & Pineapple; Raspberry & Cherry and Mango & Passionfruit. To complement these new flavours, the popular Extreme smoothie line has been refreshed, combining great taste with a healthy boost of greens in Extreme Green; yerba mate in Extreme Energy; and camu camu in Extreme C.

“The new and refreshed smoothies are already proving to be a hit,” said Happy Planet co-founder Randal Ius. “Consumers liked what they tasted; our in-store sampling revealed that 100 percent of those who tried the refreshed Extreme smoothies and 98 percent of those who tried the new flavours rated them a four or higher out of five.”

The new flavours were inspired by Canadian consumers' favourite flavours, as well as research determining the latest trends in “specialty fruit” tastes. Like Happy Planet's other great-tasting and refreshing beverages, the new smoothies are made with premium, all-natural ingredients, so consumers can be confident knowing that Happy Planet continues to offer delicious and healthy choices.

Continuing on with the rebranding of their product lines, the smoothies are designed to stand out and look as fresh as they taste in a new custom-embossed bottle and cap design – sure to make people smile.

Happy Planet's line of feel good smoothies is sold in the refrigerated sections of grocery stores across Canada.

***About Happy Planet:** Two boys with big dreams. Gregor Robertson's family farm outside of Vancouver grew lovely organic carrots. In 1994 along with his friend Randal Ius and a big blender they started making natural juices and smoothies to give city people a taste of the country. They called their business Happy Planet. Today Happy Planet is Canada's leading all natural food and juice company. They still make juices and smoothies. They make delicious natural and organic soups too. They've not made all the planet happy yet, but it's a good start.*

For more information, visit <http://happyplanet.com/products/smoothies>

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