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## **good2grow™ Launches Nationwide, Filling Void in Marketplace by Offering Nutritious Products in Irresistible Packaging Kids Love**

*Family-Owned and Operated, good2grow™ Puts a New Face on Nutrition with Fun-to-Drink Beverages*

**Atlanta, GA (March 5<sup>th</sup>, 2014)** – [good2grow™](#), a new line of nutritious children’s beverages featuring popular character SippaTop™ bottle toppers, is making its national debut at major grocery retailers and convenience stores. The introduction of good2grow™ marks a significant milestone in the healthy children’s beverage category by offering fruit and fruit & veggie juices that are not only fun and entertaining for kids but also nutritious, premium quality drinks parents feel confident serving. Available in a variety of flavors and age appropriate sizes, good2grow™ delivers the ultimate drink trifecta: a great tasting “better-for-you” juice, ultimate spill-proof SippaTop™ caps, and character toys that kids love.

“Our founding mission is to help improve the health and happiness of kids by making nutrition fun, as well as accessible and affordable for parents,” commented Jim Scott, Founder and CEO. “We are striving to create a strong foundation for smart eating habits by shaping children’s attitudes towards healthy foods and beverages. By offering a beverage parents want their children to drink in a package kids want to drink from, we’re setting them on the right path to better nutrition early on in life.”

### **AVOID THE “EAT-YOUR-VEGETABLES” MELTDOWN WITH FUN FRUIT AND VEGGIE NUTRITION**

According to the Centers for Disease Control and Prevention, kids aren't getting nearly enough fruits and veggies in their daily diets. This challenge is made even more difficult when children simply don't enjoy the taste of vegetables.<sup>1</sup> good2grow™ is putting a new face on nutrition by offering easy, accessible solutions with high quality fruit and veggie blend varieties, each containing one combined serving of fruits and vegetables. By delivering 100% of the daily requirement of Vitamin C, the tropical fruit medley and strawberry kiwi veggie blend varieties are bursting with the wholesome goodness of carrots, beets, and apples. Plus, these two new products have up to 28% less sugar than 100% juice products.

In addition to the fruit & veggie blends, good2grow™ also offers apple juice, organic apple juice, and fruit punch, all made with 100% juice. good2grow™ provides age-appropriate nutrition based on guidelines from the American Academy of Pediatrics (4oz: ages 1-3, 6oz: ages 3-5, and 8oz: ages 5-10). All products contain no added sugar, high fructose corn syrup, artificial colors, flavors or preservatives and are also non-GMO and BPA-free in fun, colorful, recyclable packaging.

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<sup>1</sup> Source: [Centers for Disease Control and Prevention](#)



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### **GOOD, CLEAN FUN**

good2grow™ 4oz and 6oz bottles are fitted with patented spill-proof character SippaTop™ caps that are perfect for car rides, lunch boxes, soccer games and other on-the-go occasions for busy families. All good2grow™ character tops are collectible, reusable, dishwasher safe, recyclable, and BPA free. Partnering with the hottest properties in kids' entertainment, including Disney, Marvel, Warner Brothers, Mattel, Sanrio/Hello Kitty, American Greetings, Nickelodeon, and HIT Entertainment, good2grow™ SippaTop™ caps are available in a variety of kids' favorite characters. Whether aiming to please the princess fan with Belle or Sofia the First from Disney or the hero-in-training with Iron Man or Spider Man from Marvel, good2grow™ SippaTop™ caps are fun for kids to collect, and reuse with the brand's economical six serving refill packs.

### **SUPPORTING THE BRAND LAUNCH**

The launch of good2grow™ will be supported by a robust marketing campaign featuring an integrated social media platform and advertising buys across top women's print and digital outlets. The brand will also be featured by two national mom-centric outreach programs to encourage sampling and drive trial with their key target demographic, moms and families with children ages 2-10 years old.

*good2grow is available in organic apple juice (4 oz.), apple juice (4 oz. and 6 oz), strawberry kiwi (6 oz.), tropical fruit medley (6 oz.), and fruit punch (8 oz), and can be found at major grocery retailers and convenient stores nationwide for SRP \$2.49-2.99 for individual bottles and SRP \$2.99-3.49 for refill packs. Please visit the good2grow [Facebook](#) page or [good2grow.com](http://good2grow.com) for more information.*

### **About good2grow™:**

good2grow™ is an innovative line of healthy children's beverages featuring popular character tops that make these nutritional products fun for kids to drink. good2grow™ is a family owned and operated company committed to creating wholesome drinks with the freshest, most nutritious ingredients available in irresistible packaging kids love. good2grow™ top-quality juices are available in a variety of juice combinations and flavors in both single serve and refill packs. And, the unique good2grow character tops feature our patented spill-proof SippaTop™ caps that give kids more independence – and parents more peace of mind. Nutritious, fun-to-drink, no-spill good2grow™ beverages are almost too good to be true.

All juices are made from the highest quality fruits and vegetables and each batch of juices is tested to ensure the highest safety and quality standards. All juices, bottles and SippaTop™ caps meet and exceed international safety standards, with Certified 3rd Party Laboratory Testing.

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