

# Tipco 100% Coconut water



No preservatives. No flavorings. No color added. No sugar added.

Drink Tipco Everyday.



100% Pure

# Coconut Water Benefits



Dehydration Avoidance

Vitamins A, B1, B2,  
B5 and C

Hangover Fix

Contain Magnesium

Re-hydration and Skin  
embellishment

Intestinal Function  
Normalization

Protein

Electrolyte Reposition

Help Nausea

Low in-calories

Cholesterol Free

Contains 18 Amino Acid

High in Potassium



# Tipco 100% Coconut water Benefits



Only 5g sugar  
per 100ml

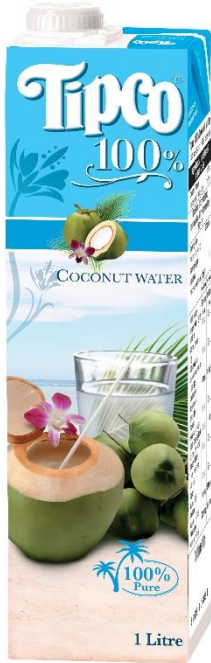
Potassium 348 mg  
per 200ml

Only 45 Kcal  
per 200 ml

Fat-Free

Cholesterol Free

Gluten Free



Made from 100% Coconut Water



Natural Tasty and Sweet



Not from Concentrate



No Sugar Added



No Preservatives



Natural Hydration



Environmental packaging  
friendly



Available packing : 12x1000ml  
packing : 12x500ml





# Coconut Water setting trends in America!



BEVNET THE BEVERAGE BUSINESS SOURCE

ALLIUM FLAVORING INC. 908-561-5995 COFFEE & TEA EXTRACTS

O.N.E.™ Coconut Water Serves As Official Title Sponsor for the First Annual Ultimate Air Race Championship

LOS ANGELES, CA (Info) (PR) - The beverage that's making a splash in the market is also making a splash in the hearts of the ultimate air race competitors. O.N.E.™ Coconut Water is excited to announce its title sponsorship for the First Annual Ultimate Air Race Championship (AIRC) a high-speed, high-altitude aviation race competition taking place in August 2010 in Oxnard, California as part of the annual Wing Championships.

The AIRC is a breathtaking two-week event where pilots who would normally fly in the skies are now competing in a high-speed, high-altitude, high-risk aerial race. After a two-day pre-race event in Oxnard, the Federal Aviation Administration (FAA) has given clearance for the AIRC to take place on the coast of California. The event is a high-speed, high-altitude aviation race competition taking place in August 2010 in Oxnard, California as part of the annual Wing Championships.

O.N.E.™ Coconut Water has signed on as the event's title sponsor and will participate in the event's "O.N.E.™ Coconut Water Day" on November 22. The event is a high-speed, high-altitude aviation race competition taking place in August 2010 in Oxnard, California as part of the annual Wing Championships.



BEVNET THE BEVERAGE BUSINESS SOURCE

Bell Flavors & Fragrances 800-323-4387 www.bell.com Flavor up your life.

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**"Gatorade Is the Antichrist"**

How coconut water suddenly became ubiquitous on American shelves.

By Seth Stevenson | Posted Monday, Nov. 7, 2011, at 12:45 PM ET





The Coconut Water segment is dominated by the carton package type (~65% dollar share).



**Coconut Water**  
Latest \$ Sales Trend  
Package Types

**Coconut Water**  
\$90.6MM  
+\$50.5MM  
+125.9%

**Carton**  
\$58.7MM  
+\$33.7MM  
64.8% Share

**Can**  
\$16.6MM  
+\$6.4MM  
18.3% Share

**Plastic Bottle**  
\$12.5MM  
+\$8.3MM  
13.8% Share

**Glass**  
\$2.7MM  
+\$2.0MM  
3.0% Share

**Coconut Water Segment**  
Dollar Share

