



## BluePrint® Organic Expands Beverage Varieties with Launch of Kombucha Drinks

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### Brand Develops Kombucha Crafted with Cold-Pressed Juice for All-In-One Drink that Aids in Digestion and Supports Energy

LAKE SUCCESS, N.Y., July 19, 2016 /PRNewswire/ -- [BluePrint®](#), a leader in developing cold-pressed juices and juice drinks, today announced the launch of a new line of certified USDA organic **Kombucha Drinks**, now available at [Whole Foods Market](#) and local retailers in the New York Tri-State area, as well as in [Whole Foods Market](#) Midwest- area stores starting in September. The drinks combine organic cold-pressed juices with the power of fermented tea, offering functional benefits, such as digestion and immunity. Additionally, starting August 25, 2016, [BluePrint® Kombucha Drinks](#) will be available in [Sprouts Farmers Market](#) locations.



"Our dedicated BluePrint® consumers have been asking for a Kombucha product. We know they are on-the-go and need solutions to fit their lifestyles," said Alex Galindez, General Manager, BluePrint®. "When small-batch brewed Kombucha is blended with our crafted organic cold-pressed juice, we think it truly is 'magic in a bottle.' BluePrint® is dedicated to helping consumers lead healthier, more energy-filled lives—organically."

BluePrint® Kombucha drink line consists of four varieties in 14-fluid ounce bottles: **Kale-a-lu-ya**, **Miss Tang**, **Raise the Roots** and **Sweet Heat**. Each drink will sell for a suggested retail price of MSRP \$3.49 per bottle.

**BluePrint® Kombucha Drink** varieties blend organic fruits and vegetable juices with reinvigorating ingredients, creating an ideal combination for an energizing, on-the-go beverage. Varieties include:

- **Kale-a-lu-ya:** Kale, spinach, parsley juice is the ultimate refreshing beverage and an excellent source of antioxidant Vitamin A.
- **Miss Tang:** Lime, lemon and ginger juice helps to support the immune system.
- **Raise the Roots:** Beet, carrot and ginger juice helps to maintain stamina for extra-curricular activities and is packed with Vitamin A.
- **Sweet Heat:** Ginger, apple and lemon juice with a cayenne pepper kick to help reset and re-energize.

#### About BluePrint®

Launched in 2007, [BluePrint®](#), a brand of [The Hain Celestial Group, Inc.](#) (NASDAQ: HAIN), is a pioneer of cold-pressed juices and juice drinks that provide functional nutrition. Under each signature blue cap is a delicious blend of pure, organic ingredients that serve as a great way to support energy on-the-go and provide a natural recharge. BluePrint® is continuously innovating and is committed to helping consumers lead healthier, more energy-filled lives. BluePrint® is more than just a drink. It's a way of life and is driven to continually bring new, organic products to the market.

BluePrint® is sold at select retail outlets such as *Whole Foods Market*, and online at [BluePrint.com](#). For more information about BluePrint®, please visit [BluePrint.com](#).

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