



## NEWS RELEASE

*For Immediate Release*

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## **Icebox Water™ Delivers with New Online Ordering Availability**

*Online Purchasing Offers Simple Consumer Satisfaction for Refreshing Canadian Spring Water*

**Cold Spring Harbor, NY (January, 2015)** – As consumers continue to enjoy the value of digital in other aspects of their lives, expectations of food and beverage products to be available for purchase online are growing. In fact, recent consumer reports demonstrate global consumer's intent to buy grocery products online have grown 44% in two years, with over 26% planning to buy online in the next three to six months<sup>1</sup>. Canadian spring water in a fully recyclable, BPA-free carton, **Icebox Water** ([www.iceboxwater.com](http://www.iceboxwater.com)) launches online ordering of 12 pack cases with a flat rate delivery fee, available anywhere in the U.S.

Already offered in a variety of natural and grocery outlets throughout the US, Icebox Water now reaches Americans nationwide and offers quality Canadian spring water in a 100% recyclable carton. Icebox Water is available in 500ml cartons in 12 pack cases, making it easy to ship and store at home or in the office.

"Americans who are conscious of the plastic bottle crisis continue to be loyal to Icebox Water," says Andrew Reynolds, President of Operations of Icebox Water. "Through online ordering we are able to reach a greater number of families and individuals committed to purchasing products that are environmentally responsible."

As a member of *1% For The Planet*, a non-profit organization that directly funds environmental sustainability projects worldwide, Icebox Water provides a more healthy water selection for both people and the planet. Icebox Water supports 1% For The Planet's goal of educating, enabling, and activating the public to amplify consumer's awareness of their responsibility of sustainable resourcing. Icebox Water aims to reduce global waste and plastic pollution with a pressed paper carton that is free of BPA (bisphenol A) and is 100% compostable once cap and spout are removed.

Online ordering through the Icebox Water website ([www.iceboxwater.com](http://www.iceboxwater.com)) makes convenient, delicious, Canadian spring water available for \$12 per 12 carton case; allowing families and individuals to "Refresh Naturally" and hydrate responsibly.

<sup>1</sup> <http://www.foodnavigator-usa.com/Markets/Online-grocery-shopping-still-small-but-growing-rapidly-says-Nielsen>



**About Icebox Water™:**

Icebox Water™ produces conveniently packaged water that is good for people and good for the planet. The unique carton packaging is made from 74% cardboard and pressed paper, and is 100% recyclable. Icebox Water™ is free of bisphenol A (BPA), a chemical commonly found in plastics, and boxes its water at the source of Canadian springs to ensure that it maintains the highest standards of purity and taste. As a member of the non-profit 1% For The Planet and through its GreenUp Hollywood campaign, Icebox Water demonstrates its commitment to social responsibility and sustainability. Icebox Water™ can be found throughout North America at major markets such as Whole Foods, Mother's Market, Albertson's and Gristedes.

For more information about Icebox Water™, please visit [www.iceboxwater.com](http://www.iceboxwater.com). For media opportunities or brand ambassador inquiries, please contact Lauren Haines of Christie Communications at (805) 969-3744 or [lhaines@christiecomm.com](mailto:lhaines@christiecomm.com).

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