



NEWS RELEASE

For Immediate Release

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Summer Fancy Food Show
BOOTH# 3982

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Icebox Water™ Displays Re-Designed Packaging

Refresh Naturally with Icebox™ at the Summer Fancy Food Show Booth #3982

Cold Spring Harbor, NY (May, 2014) — The average American consumes twenty-nine gallons of bottled water per year¹ and **Icebox Water™** is changing the industry to minimize that environmental impact. The newly-designed and re-packaged Icebox Water will be in stores and showcased in this year's Summer Fancy Food Show (NASFT) in New York City from June 29 – July 1, 2014 at **booth # 3982**.

Icebox Water is set to stand out among the 2,400 exhibitors and 180,000 products at NASFT in its sustainable, revolutionary packaging. Icebox exhibits its environmental stewardship with an unmatched pressed-paper box carton which is 100% recyclable and BPA free. The unique packaging also has the benefit of being better insulated than most, ensuring that water will stay cooler longer for maximum refreshment. This distinguished company is THE friendly alternative to PET plastic and chemical-laden water bottles. Sourced from natural Canadian springs, the words “crisp” and “pure” come to mind with just a sip of Icebox Water.



“Ultimately, consumers have the power to make a difference by choosing which products to buy and we have found that there is a growing global consciousness for

¹ <http://www.wateronline.com/doc/bottled-water-industry-liquid-analytical-solutions-0001>



sustaining healthy bodies and a healthy planet,” says Andrew Reynolds, New York local businessman and President of Operations for Icebox.

Clean, crisp, and conscious; Icebox offers premium Canadian spring water packaged in a uniquely sustainable carton. One of the most eco- and health-conscious products on the market today, Icebox Water is currently available at over 1,100 retailers across North America and will offer their redesigned package beginning in June. Icebox Water maintains their commitment to protecting the environment with its cutting-edge carton, specifically engineered to have a 76% lower carbon footprint than the average plastic bottle. Icebox Water is enhancing the packaged water industry with the long-term goal of eliminating plastic waste.

Encouraging everyone to “Refresh Naturally,” during this lively three-day showcase, you can find Icebox Water at **booth # 3982** of the Summer Fancy Food Show.

About Icebox Water™

Founded in 2007, 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 PET plastic bottles that growing scientific evidence is linking to a host of health problems. Icebox Water™ boxes its water at the source of natural mountain springs to ensure it maintains the highest standards of purity and taste. Icebox Water™ can be found at over 1100 retailers throughout North America including Whole Foods, H-E-B, Mother’s Market, and Gristedes.

For more information about Icebox Water™, please visit www.icebox-water.com. For media related inquiries, product samples, or to set up an interview with Rober Emmons, President of Icebox Water, please contact Dana Kurth of Christie Communications at (805) 969-3744 or via email at dkurth@christiecomm.com.

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