

BALITA

WEEKEND

April 18 – 22, 2007

Glendale, CA

Trueblue named Best Beverage of 2006



VANCOUVER—Leading Brands Inc., North America's only fully integrated premium beverage company, announces that America's Best Food Show has selected TrueBlue Blueberry Juice Cocktail as Best Beverage of 2006. In addition to this award, TrueBlue also received the First Place Beverage award from the People's Choice.

TrueBlue is now available in major retailers in North America. Six delicious flavors are offered: Blueberry, Blueberry-Cranberry, Blueberry-Pomegranate, Blueberry-Green Tea, Blueberry-Raspberry and Blueberry-Blackberry all high in antioxidant activity. Two conveniently-sized 64oz (1.89L) and 16oz (473mL) PET bottles are available to consumers.

TrueBlue Blueberry Juice Cocktails, was launched in early 2005. Lightly sweetened with cane sugar, (not high fructose corn syrup) the product is 'all natural' and formulated to comply with the most strict health food requirements. Each 16 oz serving contains as much juice as a full serving of fresh blueberries. With 25 percent fewer calories per serving than most cranberry-based products, TrueBlue® is also a preferred dietary choice for health-conscious consumers.

TrueBlue Blueberry Banana Smoothie

Serves 2

Ingredients:

1½ cups (375 mL) TrueBlue Blueberry Cocktail (or any flavor), chilled
½ cup (125 mL) vanilla yogurt
1 ripe banana
1 tbsp (15 mL) honey, optional

Preparation:

Blend all ingredients in a food processor or blender until smooth and creamy.

Serve immediately. *(More recipes at www.trueblueberry.com)*