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TrueBlue Wins Another Award Named Best Beverage of 2006



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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 16oz serving contains as much juice as a full serving of fresh blueberries. With 25% fewer calories per serving than most cranberry-based products, TrueBlue® is also a preferred dietary choice for health-conscious consumers.