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## TASTE NIRVANA WINS A 2013 BETTER HOMES AND GARDENS BEST NEW PRODUCT AWARD AS VOTED BY 77,500+ AMERICANS

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### Thailand Coconut Water Declared Best New Product By Prestigious National Magazine



FOR IMMEDIATE RELEASE / PRURGENT

Los Angeles, CA (January 28, 2013) – Taste Nirvana, today announced its Real Coconut Water in its large bottle packaging, was awarded a 2013 Better Homes and Gardens Best New Product Award in the Coconut Beverages category.

The Better Homes and Gardens Best New Product Awards (BNPAs) are the leading consumer-voted awards program in North America, honoring consumer products in the categories of Beauty, Food & Beverage, Health & Personal Care and Household.

The winning products were chosen directly by more than 77,500 consumers who participated in an extensive nationwide survey, the American Shopper Study, conducted by independent marketing research firm BrandSpark International in partnership with Better Homes and Gardens. The 2013 survey had 209 products representing 137 brands in 63 categories.

Taste Nirvana produces all-natural preservative-free coconut waters that originate from Thailand. Using young Thai coconuts from the beaches of Samui Island, the Real Coconut Water is naturally sweet and utterly refreshing. Not from concentrate, this beverage is full of potassium and provides essential minerals for staying hydrated. Since its conception, Taste Nirvana has focused on producing quality beverages that stand out among the competition.

"Being recognized for the quality of our products by Better Homes and Gardens is a great honor as this is something we hold in the highest regards," said Jack Wattanaporn, Founder of Taste Nirvana. "Our team focuses on consumer feedback to continuously produce coconut beverages that can appeal to everyone. We are honored to be awarded this impeccable award and will continue to produce a line of all-natural coconut beverages that will live up to these high standards."

The Best New Product Awards are North America's pre-eminent gauge of habits, trends and key insights into the minds of consumers.

"With thousands of new products introduced each year, it can be challenging for consumers to choose the best options for themselves and their families," said Robert Levy, President and CEO of BrandSpark International and Founder of the BNPAs. "The Best New Product Awards help shoppers sort through the myriad of new products on store shelves, and gives them the confidence that the product they select – like Taste Nirvana's All Natural Real Coconut Water has been endorsed by consumers just like them."

"It's great to see consumers recognize and applaud a new product," said James Carr, EVP & President, Better Homes and Gardens. "And in turn, these awards offer a terrific opportunity for us to share the winners with our audience of nearly 40 million."

Taste Nirvana's Real Coconut Water in its big bottle packaging is available in 100% recyclable 23.6 oz glass bottles, retailing for \$2.32 each. For participating retail locations or information on Taste Nirvana's full line of delicious beverages, please visit [www.tastenirvana.com](http://www.tastenirvana.com).

Launched in 2003, the Best New Product Awards have grown to become the most credible Consumer Packaged Goods awards program in North America, celebrating its 10 year anniversary in Canada and operating for five years in the United States with recent expansion into Mexico, Turkey and China.

For more information about the Best New Product Awards, please visit [www.BestNewProducts.biz](http://www.BestNewProducts.biz)

#### About Taste Nirvana

Taste Nirvana, Inc. was founded in 2003 with the mission to provide the best tasting beverages using Thailand's finest resources. The latest all-natural incarnation of a multi-generational Thai family business - Taste Nirvana produces delicious ready-to-drink Thai coffee, Thai teas, coconut water & functional health drinks. Among these products, Taste Nirvana's all-natural coconut waters are the closest thing to drinking directly out of an actual coconut and is second-best only to Mother Nature. For more information, please visit [www.tastenirvana.com](http://www.tastenirvana.com).

#### About BrandSpark International

BrandSpark International is a leading brand, marketing and product innovation research company. Its comprehensive and innovative research approach gets at the heart of how consumers think, why they act the way they do, and what clients need to do about it.

With expertise in retail and leisure categories and an exclusive relationship with the Best New Product Awards, BrandSpark International has a deep global perspective on the drivers of innovation unlike any other research company. For more information, visit [www.BrandSpark.com](http://www.BrandSpark.com)

#### About Better Homes and Gardens

Reaching nearly 40 million readers every month, the Better Homes and Gardens brand extends across print, social media, the web, tablet, mobile, broadcast, broadband and numerous licensed products, serving and connecting women who are passionate about their homes and the lives they create there. Better Homes and Gardens inspires women to dream and gives them the confidence to move from dreaming to doing. For more information, visit [www.bhg.com](http://www.bhg.com)

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