



**News Release
For Immediate Release**

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**Foil water 'bottle' quenches a thirst for flavor
Design Trends, Packaging Digest**

Dolling up dull, bottled water, a new flavor enhancer, Water Sensations(R) in six fruity flavors, has made its debut in a mini, foil-based pouch shaped like a water bottle. The inspiration of Nina Riley, founder and CEO of Water Sensations, Inc., Southport, CT, the single-serve flavor enhancer is designed to make it easier for consumers to get their recommended eight to 10 glasses of water per day and provide a healthier beverage option for kids.

Water Sensations—in Peach, Orange, Strawberry/Kiwi, Grape, Mixed Berry and Lemon—is a clear, naturally flavored liquid, sweetened with sucralose that is sugar-, caffeine- and preservative-free. Each serving is formulated to flavor a standard, 16.9-oz bottle or large glass of water, with no stirring or shaking required.

Notable is the product's patent-pending packaging, also a vision of Riley's, which consists of a unique, foil-based pouch shaped like a water bottle called the Liqui-pack(TM), supplied by **CLP Packaging Solutions, Inc.** (www.clp-packaging.com). Explains Riley, "I always felt that since this product is made for bottled water, a lot of brand equity would result from a bottle-shaped package." Designed first and foremost for convenience, the pack has a tearable top with a diameter that fits comfortably into the opening of a standard-size water bottle to eliminate mess while pouring. Preeminently portable, Liqui-Packs were made for packing in a briefcase, a purse, a lunchbox or a gym bag.



Water Sensations is sold in a flip-top carton from **Malnove, Inc.** (www.malnove.com) that Riley says "really communicates something clean, new and different." Each carton holds 16 Liqui-Packs for an average retail cost of \$3.99—a great value when compared to flavored bottled water products, which Riley says can cost \$3.99 for a six-pack. Since May, the product has been available in retail stores in the Northeast and Mid-Atlantic regions, as well as on the company's website, www.watersensations.com. Target begins its launch of Water Sensations this month.

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