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AMERICA'S AWARD-WINNING FIZZY LIZZY BEVERAGES NOW AVAILABLE IN JAPAN

(NEW YORK, NY) – Fizzy Lizzy, a line of all-natural beverages, is now available in Japan at all Kaldi Coffee Farm locations, announced company Founder and CEO Liz Morrill. The sparkling juice company won two silver awards (for “Outstanding Product Line” and “Outstanding Cold Beverage”) at the prestigious *Fancy Food Show* in July 2007. Lauded in media ranging from *Food & Wine Magazine* to *Good Morning America* to *The New York Times*, Fizzy Lizzy is the premium brand in America’s exploding “healthy alternative to soda” category.

Kaldi Coffee Farm has 143 stores throughout Japan and four cafés in the Kanto region, near Tokyo. The company is known for its wide selection of high-quality food and beverage products. Beginning this month it will carry three Fizzy Lizzy flavors: Gulf Coast Tangerine, Red Hill Pomegranate, and Lone Star Grapefruit.

“I started Fizzy Lizzy because I always mixed fruit juice and sparkling water but could never find such a drink in stores,” said Morrill. “Spritzers abound in health food stores but the leading brands use filler juices (like white grape juice) as their main ingredient, which makes them highly sweet and caloric. Fizzy Lizzy uses more authentic ingredients in our recipes (for instance, the only juice you’ll find in our “Costa Rican Pineapple” is pineapple!). And we blend each flavor with sparkling water to make it more refreshing still. As a result, Fizzy Lizzy is much more healthful and natural in taste. The integrity of our ingredients distinguishes us from every other brand.”

Fizzy Lizzy is available in eight flavors (the other five are: Costa Rican Pineapple; Mount Fuji Apple; Yakima Valley Grape; Pacific Raspberry Lemon; and Northern Lights Cranberry), with an average of 60% juice per bottle (40% sparkling water) and 100% of the RDA for Vitamin C. The brand is available at all Kaldi Coffee Farm locations in Japan. For more information, visit www.fizzylizzy.com or call 800-203-9336.

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