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For Immediate Release

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## Green Planet Water Takes Top Grocery Industry Award *Grocery Headquarters' "Selling Wellness Trail Blazer Award" for 2012*



**Chicago, IL** – Category innovator **Green Planet Bottling** is excited to announce that Green Planet Water has been selected as a winner of the **2012 Grocery Headquarters Magazine Selling Wellness Trail Blazer Award**. The winners will be announced to the grocery industry in the January 2012 print issue of Grocery Headquarters and at our website, [www.groceryheadquarters.com](http://www.groceryheadquarters.com).



Since 2006, *Grocery Headquarters* has been recognizing companies who are leaders in innovation within their respective wellness categories through the annual Selling Wellness Trail Blazer Award. This year, *Grocery Headquarters'* editors judged products in more than two dozen categories on their ability to innovate based on criteria such as taste profile, ingredients, packaging and intrinsic health benefit. The editorial team examined hundreds of nominees before ultimately selecting finalists.

"Green Planet is thrilled to receive this recognition. As pioneering innovators we are honored to have the grocery industry take serious notice of our work," said Danny Rubenstein, CEO of Green Planet Bottling.

Green Planet's petroleum and BPA free bottle is filled with vapor distilled water, with minerals carefully added for taste. Green Planet Water is available in three retail sizes: 350 ml, 500ml, and the 1 liter.

Green Planet's unique plant-based bottle is derived from completely renewable plant resources. The bottle is recyclable, commercially compostable and reusable when hand-washed between uses.

"We are a society on the go and access to bottled water is a necessity." says Janet DiGiovanna, Chief Marketing Officer of Green Planet Bottling. "When we're traveling, especially in airports, we need an alternative choice, and Green Planet is the better bottle."

Here a few of the environmental benefits of Green Planet Water:

- Making the Ingeo source material for Green Planet's bottles produces 60% less greenhouse gases and uses 50% less non-renewable energy than producing traditional plastics like PET & PS.<sup>1</sup>
- The bottles are commercially compostable in 84 days.<sup>2</sup>

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- The bottles are reusable (when hand-washed between uses), which helps to reduce waste.
- The bottles are recyclable (in all recycling programs that accept #7 bottles).<sup>3</sup>
- Bottles are filled by regional suppliers using water that has been treated by vapor distillation to remove all impurities, with minerals added for taste.
- Regional distribution ensures that less fuel is wasted to transport the bottles.

### **About Green Planet Bottling**

Founded in 2009, Green Planet is the leading bottled water company to market a 100% plant-based bottle. Offering the better bottle solution, Green Planet's bottle is recyclable, reusable (when hand-washed between uses), petroleum and BPA free and will commercially compost in just 84 days. The water in Green Planet's bottles is vapor distilled for purity, with minerals carefully added for taste. It is bottled regionally for distribution, reducing transit miles and total carbon footprint.

**Green Planet Water** is available to consumers at a growing number of supermarkets including Safeway (all Northern California and Arizona stores by Jan 2012) Albertson's, Lucky, Vons (all Southern California stores by Jan 2012) SaveMart, Lunardi's, Nugget Markets and Mother's Markets in California, Nevada and Arizona. It is also available in the greater Chicago area at select Dominick's (in all by Jan 2012), Sunset Foods, Potash Markets, Lemontree Grocers, Walt's, The Goddess and Grocer, and Country Fair Foods. For the latest updates on Green Planet Water retail availability, distribution, news and special events, please visit the Green Planet **Facebook** page: [www.facebook.com/GreenPlanetBottling](http://www.facebook.com/GreenPlanetBottling) .

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<sup>1</sup> NatureWorks, <http://www.natureworkslc.com/the-ingeo-journey/eco-profile-and-lca/eco-profile.aspx#ghg>

<sup>2</sup> From independent study by Biodegradable Products Institute, <http://www.bpiworld.org/>

<sup>3</sup> <http://www.allbusiness.com/chemicals/plastics-rubber-industry-plastics/14119966-1.html>