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## PRESS RELEASE

# nourishH2O Nutrient Water Is Launched by Multi-Flow Industries as an Innovative, New Fountain Beverage

HUNTINGDON VALLEY, PA – August 11, 2011 – Multi-Flow Industries, a Beverage Processor founded in 1937, recently launched an innovative new shelf-stable Fountain-Dispensed Nutrient-Enhanced Water. Dennis Nahill, the Director of Sales Operations, felt that “There’s a tremendous need among Foodservice Operators for Bag-In-the-Box, fortified and flavored water. Especially now, with sharply rising food costs. Operators can’t control the cost of commodities, but at least they can control what they choose to serve, which ultimately pumps up their bottom line.”

The genesis of “nourishH2O” developed from requests of several healthcare foodservice directors who have experienced a sharp increase in their juice costs (primarily orange juice and apple juice concentrates, which more than doubled in the last 2 years). Nahill stated that “Healthcare facilities that are bound by strict budgets have found that by replacing one serving of orange or apple juice each day with nourishH2O, they can save thousands of dollars annually. These savings are possible because nourishH2O is vitamin-enriched and can easily be substituted for one of the required juice servings per day.”

Multi-Flow’s Product Development Team, led by Director Owen Rothstein, ensured that nourishH2O met 3 primary requirements. “The first goal,” said Rothstein, “was to insist on the ‘nutrient’ aspect. Our new brand delivers stress-relieving, performance-boosting B-Complex, including cholesterol-improving, detoxifying Niacin, as well as antioxidant-rich Vitamin C, which aids growth and repair of muscles and tissues.” The second goal, according to Rothstein, was to “nourish the palate. We have several flavors that scored exceptionally during blind taste tests, including the subtle sensations of watermelon, strawberry- kiwi, pomegranate and peach. In addition to the flavor, we utilized a light application of Splenda brand sucralose to keep the brand zero-calorie and pleasant tasting.”

Upon completion of the nourishH2O branding, Multi-Flow CEO Mark Stephens was pleased enough with the finished product to introduce the brand into the restaurant and hospitality industries. “Consumers continue to demand lower-calorie, better-tasting, healthier beverages,” Stephens said. “nourishH2O delivers on every one of those benefits. The brand offers restaurants yet another opportunity to increase revenue by offering their customers an alternative to ‘tap water,’ which is requested almost 50% of the time during dining occasions, but at zero revenue and a negative margin.”

nourishH2O is offered strictly as a fountain beverage, available in Bag-in-the-Box or Cartridges. The brand is available for immediate national distribution to all healthcare locations, restaurants, foodservice, and all other locations that serve fountain-dispensed liquid refreshment beverages.

### About Multi-Flow Industries

Multi-Flow Industries, based in Huntingdon Valley, PA, produces branded and private label concentrated Iced Teas, Juices, Carbonated Soft Drinks, Energy Drinks and Fortified Functional in Bag-in-the-Box packages. In addition to the recent “Excellent” rating from Silliker, Multi-Flow Industries has been an OSHA VPP Star Site since 2005. Nearly half of Multi-Flow Industries’ revenue is derived from private label partnerships with convenience store chains, foodservice operators, and branded bottle and can manufacturers. The balance of Multi-Flow Industries’ revenue is generated from route delivery sales out of their 12 warehouses along the East Coast. The company was established in 1937. More information on Multi-Flow can be found on the company website at [www.multiflow.net](http://www.multiflow.net).