FOR IMMEDIATE RELEASE

MEDIA CONTACT
Kristen Scurpa
kristen.scurpa@acrobatiquecreative.com
(724) 931-3231

Blume Honey Water Debuts in Hot Products Section at Expo East

August 2017, Blume Honey Water has recently entered the beverage industry with incredible purpose, foremost that of empowering and deliciously hydrating consumers with an unparalleled all-natural, artisanal energizing water with absolutely no artificial flavors and colors, preservatives or sugars. **On September 14th through 16th, join Blume at Expo East at Booth 8816 located in the Hot Products Section, Level 400 (4th floor).**

WHAT IT IS:
Blume Honey Water is an all-natural energizing water made with 100% bee-friendly honey as its primary ingredient. Their light and bright flavors are: Wild Blueberry, Ginger Zest, Vanilla Citrus.

WHY HONEY WATER:
Honey Water has been imbibed as hydrating fuel since the first Olympics in Ancient Greece. It offers all-natural **spike-less energy**, and quenching, **healthy hydration**.

WHY BLUME HONEY WATER:
Blume Honey Water works with only most passionate and humane honey producers so they can honestly say their honey is responsibly sourced, and call it 100% bee-friendly honey.

Plant pollination by bees is essential for production of 30–50% of the world's food supply. Now Colony Collapse Disorder (CCD) is claiming the lives of bees in record numbers. **Blume Honey Water** offers bee education in almost everything they do, including through a pop-up apiary program working with local beekeepers, and by offering bee facts and info through their communication channels. **Blume Honey Water** uses a proprietary honey blend to avoid single sourcing.

Blume Honey Water is directly good for humans too: it's the natural alternative beverage answer to a world filled with overly sweetened, artificial beverages, and it tastes like real food because it is made from real food. How delightful!

TASTE:
The **Blume Honey Water** experience is bright and light with the flavor of the purest golden honey as its base. Each flavor meets the honey characteristics carefully and honestly, and they lift each other up, creating a brand new, quenching experience. The proprietary honey blend offers the beautifully diverse flavors and aromas that only the most sublime honey offers.

HOW DO I GET SOME?
Blume Honey Water is currently available in retail stores in Pittsburgh, Washington DC, and Baltimore, Northern Virginia, Ohio and, Colorado and is also available on our website. Please check our store locator to find Blume nearest you.

ARTISAN WATERS CRAFTED WITH:
• 100% Bee-Friendly Honey
• All-Natural Flavors
• No Sugar Added

OUR PROPRIETARY HONEY BLEND:
We craft a proprietary honey blend to avoid single sourcing and to take advantage of the beautifully diverse flavors and aromas that various honeys bestow on our waters.

THREE ALL NATURAL FLAVORS:
• Ginger Zest Ginger infused water with fresh ginger juice creates a delicious complexity and leads the way to a lingering finish of sophisticated spice and invigorating natural energy. Ingredients: ginger infused water, honey, fresh ginger juice, lemon juice, natural flavors

• Wild Blueberry Let succulent blueberries, fragrant herbs and pure golden honey transport your taste buds to a lush, sun-kissed countryside where temptation grows wild and splendor comes by the sip. Ingredients: blueberry infused water, honey, natural flavors (rosemary, black peppercorn, grapefruit)

• Vanilla Citrus Crisp and fresh, this captivating combination of tastes is as curious as it is complementary to the floral notes of our exclusive honey blend. Ingredients: water, honey, natural flavors (vanilla, orange, grapefruit), lemon juice

SUGGESTED RETAIL PRICE:
Blume Honey Water's suggested retail price is $2.49 per 10 oz. bottle.

LEARN MORE:
Visit www.blumehoneywater.com, Follow us on: Facebook Blume Honey Water, Twitter @BlumeHoneyWtr on Instagram @Blume_HoneyWater. Join the buzzy conversation online with #liveinfullblume.