



A First for Cats and Dogs: Flavored Bottled Water With Vitamins and Minerals Introduced Nationally

BOSTON, Mass (June 15) - - A line of nutritionally enhanced flavored bottled waters for pets has been introduced under the name Molli's Choice.

The waters are developed using vet-approved formulations and come in such distinctive flavors as beef tenderloin, bacon delight, roasted turkey, roasted chicken and original enhanced purified water. See www.mollibrands.com.

“Research shows that many tap water sources contain levels of chlorine and fluoride that can be harmful to your pets,” says Tomas Malave, CEO and Founder of Mollibrands™. “That’s why we created Molli’s Choice. It’s a fun, healthful product line that even the most finicky pets will enjoy and benefit from.”

Molli’s Choice waters are available in 16.9 oz 6-packs, 1 Liter, and 1.5 Liters, and are purified, non-carbonated and have no harmful chlorine or fluoride. The waters are enhanced with taurine and calcium, vital to pet health. The all-natural premium flavors are developed exclusively for Mollibrands by one of the top US food laboratories and available at retail stores nationwide.

Before you bark at the idea of bottled water for pets, Malave asks you to consider that 63% of households own a pet and spend about \$36 billion per year on their four-legged family members. The US bottled water industry is a \$9 billion market growing almost 13% per year. Since entering the market in the late 1990's, enhanced flavored waters have become one of the fastest growing segments of the beverage industry with annual sales topping \$450 million.

Mollibrands is betting that pets will be the next beneficiaries of this trend. Visit www.mollibrands.com for more information.

NOTE TO EDITORS:

Tomas Malave available for interviews
Product available for review and demo

Contact:

Jennifer Zuckerman
Wallwork Curry McKenna
617.266.8200 ext 24

jzuckerman@wcm-partners.com