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## **Odwalla® Launches Reduced-Calorie Quenchers**

*New Odwalla® Mojito Mambo™ and Pomegranate Strawberry Juice Drinks with TRUVIA™ — just 50 calories per serving*

**Half Moon Bay, Calif., November, 2008** — Odwalla, Inc., the nation's leading health beverage brand, is adding two new reduced-calorie juice drinks to its product portfolio. Odwalla® Mojito Mambo™ natural juice drink with vitamins C & E and Odwalla® Pomegranate Strawberry natural juice drink from concentrate with vitamins C & E – scheduled to be on retailer shelves next month—are refreshing nutritional beverages with one-half the calories and sugar of other leading premium juice drinks. They are fortified to provide 50 percent of the Daily Value of antioxidant vitamins C and E.

Sweetened with the right combination of TRUVIA™, organic evaporated cane juice and fruit juices, Odwalla Mojito Mambo and Odwalla Pomegranate Strawberry each have 50 calories per 8-oz. serving for consumers who are seeking a natural reduced calorie and reduced sugar beverage. TRUVIA™ is a great tasting, natural sweetener made from rebiana, the best tasting part of the stevia leaf, and will complement Odwalla's other all-natural products.

"In the Odwalla tradition, flavor comes first, and Odwalla Mojito Mambo and Odwalla Pomegranate Strawberry are delicious, refreshing juice drinks," said Chris Brandt, Odwalla Vice President of Marketing. "In addition, they offer reduced calories, less sugar, and excellent antioxidant power."

The new Odwalla quenchers are made with natural ingredients and fortified with 50% of the Daily Value of antioxidant vitamins C and E in each serving. Like all Odwalla products, Mojito Mambo and Pomegranate Strawberry do not contain any artificial flavors, colors, sweeteners, or preservatives.

Odwalla Mojito Mambo and Odwalla Pomegranate Strawberry will be available in 450 mL (15.2 fl. oz) grab-n-go recyclable plastic bottles at a suggested retail price of \$3.29. All Odwalla products are artfully made and wrapped in unique, brightly colored labels. Consumers can expect to find Odwalla Mojito Mambo and Odwalla Pomegranate Strawberry on shelves in natural food stores, select supermarkets and specialty outlets across the country.

### **About Odwalla**

Odwalla, Inc., the nation's leading natural health beverage company, delivers nourishment coast to coast with the Odwalla family of juices, juice drinks, soy beverages and nourishing food bars. Odwalla has been making juices and innovating in the natural health beverage category for more than 25 years. Its nourishing beverages and food bars are available in natural food stores, select supermarkets and specialty outlets throughout the country.

To learn more about Odwalla products and Odwalla's commitment to the environment, please visit [www.Odwalla.com](http://www.Odwalla.com) or call 1.800.ODWALLA.

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