FOOD EVOLVATION – ENHANCED WATERS

Code:

Product: **ORIGINAL MAPLE WATER**
Brand: ***HappyTree***
Manufacturer: ***HappyTree***
Reference country: USA
Reference trend: Tree water and enhanced water
Source: Direct purchase in Whole Foods (NY)

Selling proposition Maple water is A delicious, nutritious treewater that is tapped from maple trees in spring. Packed with naturally-occurring vitamins, electrolytes, antioxidants and just a hint of subtle sweetness, maple water is perfect for all day hydration. Launched in early 2014 by brothers Luke and John Miles, Happy Tree is the leading natural-channel brand in the fast growing maple water category in the U.S. Happy Tree is currently available at leading natural and specialty stores and online retailers including **Whole Foods Market, The Fresh Market, Natural Grocers Vitamin Cottage, Gelson's, Giant Eagle, Fairway, Amazon, and Fresh Direct**. Maple water contains 46 bioactive nutrients, including minerals, amino acids and organic acids. Maple water contains abscisic acid (ABA), a plant hormone that may help plants adapt to stress. In humans, ABA may help to balance blood sugar.

REFERENCES: HappyTree, Grahamsville, NY

INGREDIENTS AND NUTRITIONAL VALUES:
Maple water.