



**MEDIA ALERT:**

**Meet the New Frozen Way to Snack Healthy, [Lifelce](http://www.lifeice.com), at the NYC Summer 2013 Fancy Food Show!**

**\*\*\*New Product - Lifelce is All Natural, Freeze & Eat, Bite-Sized Ices\*\*\***

**WHO:** [Lifelce \(www.lifeice.com\)](http://www.lifeice.com)

**WHAT:** Media Appointments at the Summer 2013 Fancy Food Show

**WHEN:** Sunday, June 30th (10am- 5pm); Monday, July 1st (10am-5pm) and Tuesday, July 2nd (10am-4 pm).

**WHERE:** Jacob Javits Center, 655 West 34th Street, NYC – *New Brands on the Shelf Pavilion* (Level 1, behind the 3400 Aisle)

**WHY:** [Lifelce](http://www.lifeice.com) will be showcasing its “new to market” shelf stable line of All Natural, Bite Sized Ices.



As the first 100% natural, bite-sized ices, Lifelce “cubettes” are an innovative Frozen Source for Healthy Living®. They are fat free, low in calories and sugars, Gluten-free, Kosher-certified, GMO-free and made without any preservatives. Lifelce is the New Frozen Way to Snack Healthy™.

And, with a one year “best if frozen by” shelf life, Lifelce’s patent-pending Freeze & Eat delivery system also adds value to the product. The complex process used to create Lifelce’s shelf stability helps to preserve product integrity from factory to freezer, provide convenience to the consumer, and saves on warehousing and distribution costs by avoiding the need to deliver Lifelce in frozen form. This shelf stable attribute has a positive effect on all supply chain components, from inception to end-user.

So, are these cubettes like healthy ice cubes? The answer is “no.” Since each cubette is jam-packed with healthy ingredients, the result is bite-sized *ices*, not *ice cubes*. With a texture more akin to mini-popsicles, Lifelce is a treat that’s fun to eat. But, unlike traditional popsicles, ice creams, cookies and other sugary snacks, Lifelce delivers a healthy solution to snacking.

Available in four delicious but distinctive flavors: Citrus Chomp®, Berry Bite®, Green Grind® and Chocolate Crisp®, each Lifelce variety begins with a power base of coconut water and agave that is then blended with exciting combinations of Superfoods, such as Mangosteen and Yumberry, and everyday health boosters like Ginger, Blueberry and Kale. All of which deliver a frozen treat that both nourishes and delights. With so many options to choose from, and a generous serving size equal to an entire tray of 24 cubettes, even the most devoted, health- and weight-conscious consumer will be pleasantly surprised to see ingredient names they can recognize, value claims that resonate, fewer calories than traditional snacks, and delivery of a truly healthy product as promised. (MSRP \$5.99 | 1 Box | 2 Trays | 24 Cubettes Per Tray).

[Lifelce](http://www.lifeice.com) is available for purchase online at [www.lifeice.com](http://www.lifeice.com).

**SCHEDULE YOUR INTERVIEW WITH LIFEICE TODAY BY CONTACTING:  
CANDY HUTZELL AT 210-749-7595 OR [CANDY@AVALONPRGROUP.COM](mailto:CANDY@AVALONPRGROUP.COM)**