



## For Immediate Release

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### **“Ditch the Stick”: Lifelce Reinvents the Popsicle for Summer** *Guilt-Free Bite-Sized Ices Offer a Refreshingly Healthy Frozen Treat or Ice Cube Substitute*

New York, NY – Spring 2016 – A groundbreaking twist on frozen treats is about to take over summer. **“Ditch the stick”** with Lifelce, the popsicle reinvented as the first snackable and guilt-free Cubettes. Sold room temperature, in convenient freeze-at-home trays, Lifelce offers health conscious consumers (and their kids) a refreshing, hydrating & portion-controlled summertime snack.



#ditchthestick

Lifelce is not only all natural, fat free, low in calories and low in sugars, but is also gluten-free, Kosher-certified, non-GMO, vegan and diabetic-friendly – making it easier than ever to snack smarter during these warmer months. Just **Freeze. Pop. Enjoy.**

And, with the smoothie and juicing movement here to say, Lifelce also functions as a smart ice cube substitute for all types of beverages. Where ice cubes just water down flavor profiles, adding a few Cubettes



instead will enhance them. Top off a smoothie, brighten up that daily water intake, keep cool a homemade juice or put a healthy twist on summertime favorites – e.g., iced mochas, iced teas and cocktails.

The biggest innovation is that Lifelce is sold shelf stable (i.e., room temperature) in convenient ready-to-freeze trays. No mess, no waste. Just perfectly poppable mini-popsicles offering a true game-changer that lets you snack with ease as you **“ditch the stick”** this summer.



Lifelce is available in four delicious flavors: **Berry Bite**, **Chocolate Crisp**, **Citrus Chomp** and **Green Grind**. With only 30 calories and 6 grams of sugar per serving of 24 Cubettes, a coconut water base and unique combinations of Superfoods, Lifelce delivers guilt-free frozen treats without sacrificing taste. Now available for purchase nationwide at various

retailers, including Wegmans, H-E-B, Fresh Thyme Market and Raley’s, as well as many online channels, such as Amazon. (MSRP \$5.99 | 1 Box | 48 Cubettes).

Interested media may arrange for more information, high resolution images, samples or a meeting with corporate management by emailing [hannafriedman@lifeice.com](mailto:hannafriedman@lifeice.com) or calling **1-855-Life-Ice**.