

Success Flows for SoCal-Based Premium Bottled Water Company Aquamantra as it Expands in the Southwest Through Albertsons

Aquamantra's Energy Enhanced Natural Spring Water is getting noticed by consumers, grocery chains and distributors alike. Aquamantra introduces a new convenient size to its line of conscious water, the 16.9 ounce Mini-Mantra, which was picked up by Albertsons' in their Southwest Region.

Dana Point, CA ([PRWeb](#)) November 14, 2007 -- Aquamantra® today announced an extensive expansion in the distribution of its premium bottled waters I AM LOVED™, I AM LUCKY™ and I AM HEALTHY™ through a newly forged relationship with grocery giant Albertsons. The chain will be selling Aquamantra's products in 85 stores throughout its Southwest Region, doubling the southern California-based company's current distribution. This major win comes on the heels of other recent Aquamantra® accomplishments, including the introduction of its new 16.9-ounce Mini-Mantras and the acquisition of beverage industry veteran John Recca as the company's new CEO.

"Success is flowing for Aquamantra. In just a little over a year of being in business, we've proven our product performance in the esteemed Whole Foods Southwest Region and have now expanded into another major grocery chain, hired a top industry executive as our CEO and launched a new product in response to consumer demand," said company President, Alexandra Teklak. "Clearly, this demonstrates that water plus consciousness is a winning formula."

Albertson's will be stocking both sizes of Aquamantra® in 85 stores throughout Arizona, Phoenix and parts of Texas which is distributed by Millbrook Distribution Services, who recently merged with United Natural Foods, Inc. (UNFI). "We're thrilled to be affiliated with specialty foods distributor Millbrook, and excited at the possibilities affiliated with its new relationship with UNFI, as it exponentially enhances our expansion opportunities in the natural/organic food channels," Teklak said.

In August, Aquamantra® brought on John Recca as the company's new CEO, heading up sales and distribution. Recca's skills are balanced between classical CPG marketing and practical, results-driven business development and sales including experience directing new product operations for the Coors Brewing Company and directing global brands Beefeater Gin and Canadian Club Whisky for Hiram Walker.

"We are fortunate to have the experience of a true beverage veteran like John Recca to lead Aquamantra into our next phase of growth," Teklak said. "Our goal is to bring consciousness to the national level with our premium brand of mantra waters and, with Recca's track record, we are confident that Aquamantra is on its way to being a leader in the premium water category."

In response to customer requests for a bottle smaller than the original one-liter size, 16.9-ounce Mini-Mantras were introduced this summer. Why the adorable Mini-Mantra? "Mothers were interested in having us create Mini-Mantras to share the thought processes of positive thinking and the power of consciousness with their children," Teklak said. "Our mission is to raise consciousness in humanity, and we lovingly believe that includes instilling it in children."

Aquamantra® puts its beliefs into action by donating a portion of its profits to children's charities. In addition, Aquamantra wants to support healthy choices for children by advocating for bottled water to replace sugar-laden

soft drinks. "How great will it be when we can give children the option of selecting water that is healthy and inspires positive thought?" Teklak said. "If we can encourage children from an early age to think and act consciously, to say mantras like I AM LOVED, they just might grow up knowing how much they are loved, as well as how to harness the power of positive thinking." Teklak points out that children have a natural affinity for this concept: "Children love Aquamantra and the words on our bottles. Now they can love it in a size they can hold and buy it from a convenient market, Albertsons."

To learn more about Aquamantra Energy Enhanced Natural Spring Water water, catch the Aquamantra wave at www.AQUAMANTRA.com

Alexandra Teklak, Aquamantra founder, is available for interviews.
Aquamantra is available regionally in Southwest Region, locations available on the website.

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Contact Information

Alexandra Teklak

AQUAMANTRA

<http://www.aquamantra.com/index.php>

9494294225

<http://www.aquamantra.com>

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