

# Drink Purple

The trendy and the health-conscious have become one and the same in New York City hot spots, where high-antioxidant beverages like those made from the mega-popular acai berry are making their way to cocktail glasses across the city. Party-goers believe they were given the green light to drink up, when researchers from Kasetsart University in Thailand found that combining alcohol with high-antioxidant berries can actually boost the berry's antioxidant effects. This was all that trendy bar patrons need to hear to leave them clamoring for berry cocktails. Now, a new antioxidant-packed beverage is quenching their thirst for berry drinks, combining the power of seven of them into just one bottle. This new beverage, simply called PURPLE, happens to make the perfect Purple Martini.

All-natural, no sugar added PURPLE combines the exotic acai berry with six other antioxidant-rich juices, including: black cherry, pomegranate, black currant, purple plum, cranberry and blueberry. **That's SEVEN ANTIOXIDANTS!** Not a cocktail drinker? PURPLE is great on its own and is the perfect ingredient for a healthy fruit smoothie as well.

PURPLE is now available and retails for \$3.99 for a 10 oz. bottle. Check out PURPLE's new website at [www.drinkpurple.com](http://www.drinkpurple.com).



*Purple Juice*  
*Item #31860*  
*12/10 oz*  
*\$23.75 per case*



*courtesy of Dallas News*



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