

## ALTRU NAMED THE MOST INNOVATIVE EMERGING COMPANY OF THE YEAR BY MARCUM FOR IMMEDIATE RELEASE

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**Dayton, New Jersey, September 11, 2019** - Altru Brands, LLC announced today that it was named the winner of the prize for the Most Innovative Food and Beverage Company by Marcum LLP at the 2019 New York City Marcum Food & Beverage Summit. The annual summit brings together food and beverage executives for an evening of networking to encourage dialogue and inspire creative thinking. Marcum LLP is one of the largest accounting and advisory services firms in the country, and its Food and Beverage Services group represents clients including food and beverage retailers, distributors, manufacturers and importers.

The summit was held on September 10, 2019 at the Convene Conference Center in Manhattan, and featured a panel of speakers who discussed the latest trends in the industry. An estimated 300 food and beverage executives attended the event, which included an emerging brand competition that spotlighted eleven nominees who displayed their products and demonstrated their innovation. The other emerging company nominees included craft sodas, sparkling waters, wellness drinks, alcoholic beverages, chocolates and frozen treats. After sampling products and hearing pitches from the emerging companies' founders, food and beverage executives casted their ballots for the most innovative emerging brand. ALTRU was named the winner, and received a \$2,500 award.



From left: James Aspromonti (Marcum), Eugene Gross (ALTRU), Jane Duggan (TD Bank), and Natalie Verbanac (Marcum).

ALTRU is an innovative functional beverage that is a fusion of exotic flavors and a proprietary blend of electrolytes, natural caffeine, and antioxidants. ALTRU is available in 4 flavor combinations that feature exotic fruit flavors from around the world: Peach Mangosteen, Tangerine Prickly Pear, Mango Cherimoya, and Coconut Jackfruit. Each 16 oz. bottle of ALTRU contains 10 calories, less than one gram of sugar, a proprietary natural sweetener blend, and no artificial colors, flavors, or preservatives. Each ALTRU beverage also features a patent-pending blend of antioxidants and electrolytes, and it is the first and only beverage containing glutathione, commonly known as the “Master Antioxidant” because scientific studies have shown that it is the most critical antioxidant to good health.

“We are thrilled to receive this award and join past recipients who are raising the bar on innovation in the food and beverage industry,” said ALTRU co-founder Eugene Gross. “We are truly delighted that senior executives in our industry recognize that ALTRU is introducing consumers not only to exotic new flavor profiles, but also to the ‘Master Antioxidant’ which is a vital antioxidant that no other beverage contains.”

## **About ALTRU**

Altru Brands, LLC is a New Jersey-based beverage company founded by three friends and scientists, Sam Hamid, Eugene Gross and Ken Valenzano. They decided to formulate their own beverages after seeing a void in the functional beverage market. They believe in providing consumers with low-calorie better-for-you beverages with simple ingredients and tantalizing flavors. The founders are also rescue pet owners who are dedicated to helping homeless pets by donating 10% of ALTRU's net profits to pet rescues. Learn more about ALTRU at [www.drinkaltru.com](http://www.drinkaltru.com) or by following @drinkaltru on Facebook or Instagram.