

## **ALTRU ANNOUNCED AS THE WINNER OF THE MAZARS EMERGING COMPANIES AWARD**

**Dayton, New Jersey, May 2, 2019** – Altru Brands, LLC was named the winner of the Third Annual Food and Beverage Emerging Companies Contest hosted by Mazars USA, a national firm that provides specialized expertise to food and beverage manufacturers, distributors, restaurants and importers.

This year's contest was held at the Mazars Food and Beverage Executive Forum at the Maplewood Country Club in New Jersey on May 1, 2019. The Forum is one of the premiere food and beverage industry events in the New York, New Jersey and Pennsylvania metropolitan markets. The Emerging Companies Contest evolved through a need to recognize and celebrate innovation in the food and beverage industry.

Over 300 food and beverage senior executives attended this year's event to network and to hear from leading industry panelists. ALTRU competed against eleven other food and beverage companies from the New York, New Jersey and Pennsylvania region. Each emerging company sampled its products and gave pitches about their products to industry executives, who cast their votes for their favorite innovative food or beverage company. The winner was announced by Howard Dorman, the Food and Beverage Practice Leader of Mazars USA.

ALTRU is an innovative functional water beverage that is a fusion of exotic flavors and a proprietary blend of electrolytes, natural caffeine, and antioxidants. Each ALTRU beverage features an exotic fruit flavor paired with a familiar fruit flavor, creating truly unique flavor profiles. ALTRU is available in 4 flavor combinations: 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. ALTRU is the first and only beverage containing glutathione, which is commonly known as the "Master Antioxidant" or the "Mother of All Antioxidants" because scientific studies have shown that it is the most vital and critical antioxidant to good health.

"We are truly honored that ALTRU received this recognition," said ALTRU co-founder Eugene Gross. "We salute our competitors who have made incredible contributions to the food and beverage community. My co-founders and I worked very hard to bring to consumers an innovative product that not only contains delicious and unique flavor profiles, but also contains glutathione, a new functional ingredient that no other drink on the market contains. It is especially gratifying to be selected for this award by senior executives in the food and beverage industry."

### **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.