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## **B&R LIQUID ADVENTURE SHIPS Búcha – THE FIRST GOOD TASTING KOMBUCHA**

*Entering One of the Fastest Growing Natural Beverage Categories, Búcha™ Live Kombucha Offers Health-Conscious Drinkers a Unique Attribute in This Market: Extraordinary Flavor*

**ROLLING HILLS ESTATES, Calif., June 15, 2010** – B&R Liquid Adventure, LLC, a well-funded California startup focused on delivering quality kombucha with unprecedented taste, today shipped its first three Búcha Live Kombucha flavors – Verbena Rose, Kiwi Passion, and Masala Chai.

### **Finally, A Good-Tasting Kombucha that is Also Good for You**

Búcha Live Kombucha is a refreshing, low calorie, non-alcoholic beverage made from a base of the highest quality organic teas and a living culture of beneficial yeast and bacteria. It is carefully fermented and combined with today's highest quality ingredients to develop a breakthrough in this market – exceptional flavors. It continues the 2,000 year tradition, which started in China, of people drinking kombucha to enhance their health.

Frank Commanday, Búcha food scientist, led a research effort that developed kombucha brewing techniques that eliminate the vinegar taste so common for kombucha beverages. Repeated private taste tests have uniformly shown that Búcha Live Kombucha is the best-tasting kombucha made today. At only 35 calories per 8 oz serving, all Búcha flavors are made with natural and organic ingredients.

### **The Kombucha Market**

“This is a great time to enter the kombucha market, and we’re proud to be the first to deliver a product that doesn’t sacrifice taste for goodness,” said Dennis McLaughlin, Chief Marketing Officer, B&R Liquid Adventure. “*Forbes* and *The New York Times* have reported that kombucha sales have been doubling every year as more and more people are switching to this refreshing and healthy option versus settling for sugary, highly caffeinated soft drinks and water beverages.”

In addition to delivering unsurpassed taste, company executives considered the favorable economic conditions within the market segment when deciding to launch the organization and product line. “This market segment, even though it is small and undeveloped compared to the larger beverage market, has already seen favorable merger and acquisition activity,” said Bern Galvin, CEO, B&R Liquid Adventure. “Just last year, the Hain Celestial Group purchased Infinitea, and Coca-Cola took a stake in Honest Tea, two companies that are already helping pave the way in this emerging kombucha category.”

B&R plans to continue sampling all Búcha flavors both in stores and at community events, introducing experienced kombucha drinkers and newcomers to the industry’s first great tasting product. The brand will also be promoted through social media efforts, including a Facebook and Twitter presence.

### **Product Price and Availability**

Today’s three flavors are offered in 16 ounce glass bottles with tamper-evident caps. The suggested manufacturer’s retail price is \$3.69 per bottle. Three additional flavors – Grapefruit Sage, Guava Mango and Blood Orange – will ship later this summer. Since Búcha products contain live cultures, they must be refrigerated.

B&R Liquid Adventure is currently setting up a distribution channel that will take product into health and natural foods stores around the country. Initial shipments will be to select stores in the west and southwest, starting in California.

For more information about the full line of Búcha Live Kombucha products, please visit: <http://mybuch.com>.

### **About B&R Liquid Adventure**

B&R Liquid Adventure, LLC was founded by Bern Galvin – a health-conscious, former competitive athlete who was looking for a healthy beverage to help him shake a history of chronic respiratory problems. Bern started the company in early 2009 after friends urged him to produce commercially the delicious home-brewed kombucha he was making for himself and friends. To that end Bern brought in Technical Director Frank Commanday and Marketing Director Dennis McLaughlin. B&R Liquid Adventure is funded by an investment syndicate, and maintains a presence in both Northern and Southern California. The company’s goal is to become a leading provider of healthy non-alcoholic beverages, starting with kombucha.

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