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Cocoloco brings Singaporeâ??s first naturally pink coconut water in market

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Cocoloco, Singaporeâ??s first raw coconut water brand, has officially launched the local marketâ??s first naturally pink coconut water, plus a new line of nutritious, cold-pressed fruit juices under its new label Whose Juice?.





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Both the new juice range -- which includes refreshing tropical flavours such as watermelon, kiwi, and mango -- and the pink coconut water are carefully cold-pressed to lock in the maximum nutritional value of all the ingredients, and each contains zero preservatives, colourings or added sugar.

Cocoloco founder Kelvin Ngian said, "A lot of coconut water and juice companies use high heat treatment when processing their products because itâ??s cheaper. But by doing that, they both remove most of the nutritional value from the original ingredients and change the taste of the juice. Thatâ??s why, at Cocoloco, we use an all-natural, heatless high-pressure process to ensure our customers can enjoy products that are as healthy and nutritious as they can possibly be."

The cold-pressing process, which extracts the juice from fruit and vegetables, has been proven to preserve the nutritional value of the raw fruit more effectively than other methods making it the healthier choice.

A completely natural phenomenon that occurs during the high pressure cold-pressing process, it is the polyphenols, reacting with the light that gives Cocolocoâ??s coconut water its beautiful pink hue.

Furthermore, the company is able to trace the origin of each and every one of the fruits it uses by working with only nam hom coconuts, particularly famous for their lightly sweet and tropical fragrance, from a single region in Thailand.