

Lemon Perfect launches new flavours with larger bottles

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Beyoncé-backed Lemon Perfect, the fastest-growing brand in the Flavor-Enhanced Water category, announced that in response to consumer demand, the company is rolling out larger bottles across its entire lineup and launching three new flavours: Blueberry, Coconut, and Watermelon.

The new 15.2-fluid-ounce bottles will replace the original 12-fluid-ounce size, a direct response to consumers wanting more of the flavoured lemon water in every single bottle serving. The new bottle shape and size will help Lemon Perfect increase its visual presence in retail outlets across America, particularly in convenience store refrigerators, where Lemon Perfect is expanding rapidly in 2024. The larger bottles will provide added value to consumers, with a suggested retail price of \$2.29 (approximately 10 per cent savings per ounce compared to the 12-fluid ounce bottles).

As consumers embark on the new year with a commitment to health and wellness, Lemon Perfect provides both functional benefits and convenience without compromising on taste. All Lemon Perfect bottles contain the juice of half an organic lemon, are high in vitamin C, and are gently processed via flash pasteurization, or HTST, an eco-friendly technique that best maintains freshness without preservatives. This process naturally maintains the hydrating superfruit benefits of freshly squeezed lemons.