

The leaves are turning red and yellow, the days are getting shorter and colder – and **Dr. Antonio Martins** starts – after a successful summer season - the cuddly season with three coconut milk novelties: Pure, refined with an extra portion of calcium or with the fine and very popular matcha tea. Our coco-team does everything possible to create new products, analyze and recognize the needs of our target group and reach our coco-fans on various channels.

Advertorial in German Lifestyle Magazine Gala, Sept. 27 2018



## We love Coconut

Drei auf einen Streich! Wer auf Kuhmilch verzichtet oder sich vegan ernährt, freut sich über diese Nachricht: In diesen drei neuen Coco-Innovationen stecken mehr als 60 % von der Kokosnuss – natürlich 100 % bio. Die lieblich-süßliche und leicht herbe grüne Matcha-Variante bringt uns einen Hauch fernöstlicher Teezeremonie ins Müsli und die Kokosmilch mit einer Extraladung Calcium ist besonders gut für unsere Knochen und Zähne. [dr-martins.com](http://dr-martins.com)

Die angesagteste Köchin der Veggie-Szene kommt aus England: **Ella Woodward** erkrankte als 20-Jährige an einer Nervenkrankheit und als kein Medikament half, stellte sie ihre Ernährung um: kein Fleisch, kein Zucker, keine Milch, kein Gluten. Sie wurde gesund und fing an, ihre leckeren Gesundrezepte als Bloggerin zu teilen. Heute ist sie 27 Jahre alt, hat 1,3 Millionen Follower auf Instagram und gerade ihr 5. Buch veröffentlicht. Köstliches, veganes Essen ohne Kalorienzählerei und mit viel Genuss. [deliciouslyella.com](http://deliciouslyella.com)




### Coco goes social

On Instagram and also Facebook we don't only inform about our novelties but we also create in collaboration with successful bloggers appealing recipes with our new products, and deliver a clear added value to our current and future customers. Have you ever tried **Vegan plum matcha muffins** based on our new coconut milk & matcha? Check this out:

[https://www.instagram.com/dr\\_antonio\\_martins/](https://www.instagram.com/dr_antonio_martins/)



If you know bloggers and multipliers in your country who would like to introduce our brand to their followers, please let us know. To guarantee a strong and uniform brand appearance it would be great if you or your partners tagged us in the photos you post with **Dr. Antonio Martins** products and used the following hashtags: **#drantoniomartins #cococosmos #fluidoflife #naturaltreasure**. This will guarantee a uniform brand appearance, which will help Dr. Antonio Martins to grow even more socialmedia-wise. Thank you for making that possible.

## Coco & Yoga / Coco & Sports

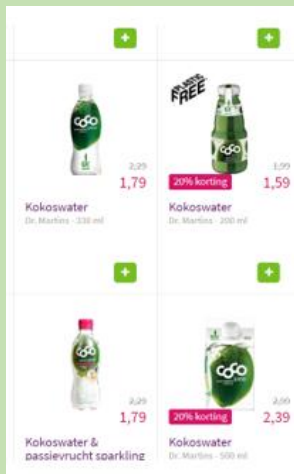


To show you an example in which context our brand works particularly well we would like to introduce to you our recent yoga-campaign. Famous yoga teacher **Jelena Lieberberg** shows yoga enthusiasts poses with our coco-bottles. In addition, we are a sponsor at various yoga festivals as especially yoga fans appreciate the effects of coconut juice/ coconut water. Other famous athletes such as five times Olympic Champion in speed skating Claudia Pechstein and the World Champions of the German rowing team drink our coconut water on a regular basis. These and many more athletes appreciate our coco as it is high in quality, low in calories, it can be

consumed quickly and above all it supplies the minerals lost through sweating.

<https://www.instagram.com/p/BkzCyWmg2YO/?taken-by=kickassyoga>

## POS/ Promotions/ Fairs



Our sales team is available to advise you regarding eye-catching coco-displays or advertising material. Sales director Marc Bod strives for realizing an optimal product placement in the shops and organizes in collaboration with you regular participation in relevant international fairs.

We would also love to share in your experiences. So if you have successful promos, photos or interesting stories to share – please let us know.

### 3 Everyday Questions to Marc Bod,

#### Sales Director

When and where did you drink fresh coconut juice for the very first time? In Dubai. It was a King coconut.

What is your biggest sporting success? Dutch Badminton champion (... but - that's 35 years ago).

What did you cook last? Fresh Burrata with tomato, olive oil and a sniff of espresso. Original pasta Carbonara - without cream and with Pecorino. Little bit of fresh ground pepper and rucola. With a glass of Vermentino.



Kind Coco-Regards from Nuremberg!