



2018 – The innovations

Dr Antonio Martins makes space for the king and goes orange

The premium brand among coconut juices has until now had a clear trademark: the young, green coconut, whose quality and special juice, rich in nutrients, has impressed lovers of coconut juice around the world. From February

2018 there will be a new, unfamiliar star on the otherwise so green

Tetra Paks: the yellowy-orange king coconut. It is rare coconut variety,

which grows exclusively in Sri Lanka. What is special about the fruit? When you open it, it is full to the brim with juice. The 'Thambili', as it is also known by the locals, forms very little coconut flesh, so its slightly sweet, mellow juice is particularly rich in nutrients and minerals. The king coconut is a coconut made for drinking, which comes from carefully selected plantations, and is therefore an essential part of Dr Antonio Martins range in the premium segment. Welcome, your Majesty!



Some passion for your handbag

Now it's fizzy too ...

Another innovation comes in the form of the fully recyclable 0.33 l PET bottle, which is stylish, easy to hold, and comfortable to drink from: Organic coconut juice from young coconuts with a hint of the natural flavour of passion fruit – and for the first time in the history of Dr Antonio Martins – it's fizzy. The light, ergonomically shaped bottle is a practical companion when playing sport or on long shopping trips. After all the hand(bag)y thirst quencher fits in virtually any handbag. The newcomer

already has three elegant PET siblings, which are still, in the flavours original, mango, and peach with green tea. With no preservatives or sugar and a maximum of 19 kcal/100 ml, they are an organic, low-calorie, refreshing, and flavourful drink.



Cooperation with Nuremberg bag designer

On Instagram and Facebook: #passionfürdientasche (#passionforbags)

There is a special collaboration for the launch of the product, which fits with the hashtag #passionfürdientasche (#passionforbags). Nuremberg bag designer Karin Suchanka manufactured two exclusive high-quality leather handbags – in the colour scheme of the product innovation *coconut juice & passion fruit*. The fashionable X-Bag comes in trendy colour blocking with green (like the coconut), pink (bag fastener), and passion fruit yellow and gold. They will be given away on Instagram and on Facebook under the hashtag #passionfürdientasche (#passionforbags). Who can take part?

Anyone who follows the Instagram account at dr_antonio_martins and/or the new Facebook account at Dr_antonio_martins. Anyone who likes the coming post with the photo of the unique bag and explains using the hashtag #passionfürdientasche (#passionforbags) why they have a special passion for bags – photos would be good – will be entered into the draw. The giveaway is expected to start on 15. March 2018 – the unique bags are currently being designed by Karin Suchanka and hand stitched in her studio in Nuremberg's old town.

Do you have any questions or require images?

Do you want to write about us?

Then please cocontact:

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