

PATTERSON'S

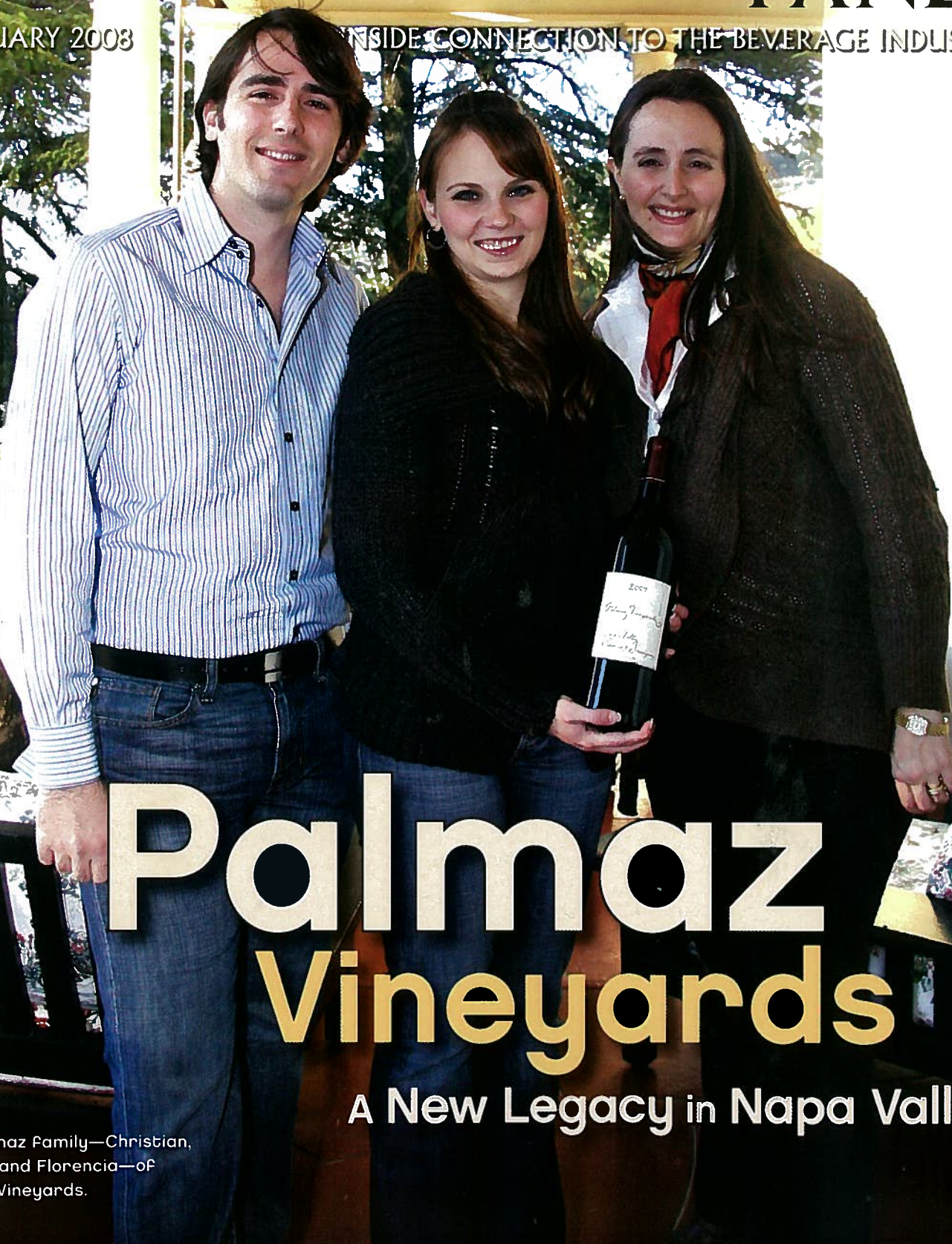
THE WASHINGTON

PANEL

FEBRUARY 2008

\$5.95

INSIDE CONNECTION TO THE BEVERAGE INDUSTRY



Palmaz Vineyards

A New Legacy in Napa Valley

The Palmaz Family—Christian, Jessica and Florencia—of Palmaz Vineyards.

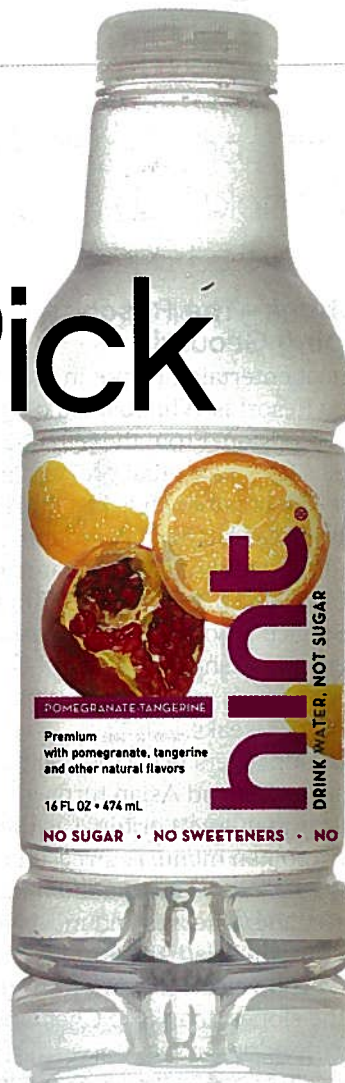
Publisher's Pick

Hint Water, a Romance with Nuance

Hint Water is the only water on the market that I can drink all day. Without any added sugar or sweetener substitutes, Hint delivers a true-to-name whisper of flavor. This brand pulls off what others attempt.

Natural essences are infused into Hint, an idea inspired by founder Kara Goldin's family favorite of serving ice cold water with a slice of fruit. Health spas have carried this idea for years, and it's refreshing, healthy and even better than at the spa, packaged in a 16-ounce plastic bottle so you can take it with you anywhere.

Nine flavors round out a palatable portfolio of thirst quenchers, but my favorites are Mango-Grapefruit, Pomegranate-Tangerine and Raspberry-Lime. Go to www.drinkhint.com. —Meridith May



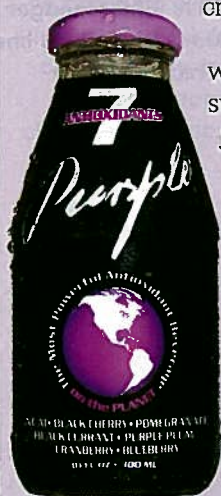
The Color Purple

The Purple Beverage Company has combined seven antioxidants in the formula for its new beverage—Purple. All-natural, no-sugar-added Purple combines the exotic açai berry with six other antioxidant-rich juices, including: black cherry, pomegranate, black currant, purple plum, cranberry and blueberry.

When asked how he came up with the name Purple, Ted Farnsworth, CEO, explains, "It's not just because of the drink's color.

In fact, it's really due to the fact that purple pigment in the fruit provides the highest degree of antioxidant benefit, so it just seemed natural to simply call our new beverage Purple."

Purple is great on its own and is the perfect ingredient for a healthy fruit smoothie or mixable in a cocktail. Go to www.drinkpurple.com.



O.N.E.'s Two Punch



O.N.E. is an acronym for One Natural Experience, a juice-in-a-box-formatted health drink, available in two flavor profiles: coconut water and açai. Our choice is O.N.E.'s 100% coconut water, a fat-free, no-cholesterol, no-added-sugar treat that really does taste as if you just cracked open a young, green coconut, beachside. The pleasant, refreshing lightness to the liquid is a plus when you consider this nutritious product replaces lost electrolytes and contains 15 times the potassium of most sports and energy drinks. See more at www.onenaturalexperience.com. ■