

From: Parness & Associates, Aberdeen, N.J.
For: Bariloche Seltzer, LLC, Hackensack, N.J.

For Immediate Release

**BARILOCHE SELTZER BRINGS BACK THE GOOD OLD DAYS WITH FIRST-EVER
SELTZER WATER PACKAGED IN RECYCLABLE PLASTIC SIPHON BOTTLE**

HACKENSACK, N.J. (2/23/10) — Following a limited test introduction in several New York and New Jersey stores, Bariloche Seltzer Water—the only seltzer in the United States sold in a recyclable plastic siphon bottle reminiscent of the old fashioned glass seltzer bottles with a metal spigot—is about to be rolled out to supermarkets, independent grocers and specialty food stores throughout New York, New Jersey and Connecticut.

The bottle's design allows the seltzer to be dispensed without opening it, enabling it to stay fresh for many weeks compared with standard capped plastic bottles which lose their carbonation within a few days of opening.

Named after San Carlos de Bariloche, a city in the province of Río Negro, Argentina, Bariloche is bottled by Ives, the largest bottler in Argentina, exclusively for U.S. distributor Bariloche Seltzer, LLC of Hackensack, N.J. All water used in the production of Bariloche Seltzer is filtered and tested to comply with U.S. standards.

Bariloche is available in two-liter bottles with a suggested retail price of \$2.99 per bottle.

Introduced into the U.S. in July 2008, the product is currently available at Wegmans stores in Princeton, Manalapan, Bridgewater and Woodbridge, N.J.; at Pomegranate, one of the largest Kosher supermarkets in Brooklyn; at Rockland Bakery and Bagel Boys in Rockland County, N.Y., and various specialty food stores in Brooklyn, N.Y. and Bergen County, N.J.

“I first became aware of Bariloche during a trip to Argentina in 2005 and was very impressed with its authenticity,” noted Martin Hacker, a CPA, who along with beverage industry veteran Irv Resnick, formed Bariloche Seltzer LLC. Hacker and Resnick were both born and raised in Brooklyn, where seltzer is a staple in many homes and restaurants.

“Approximately one in seven Americans can trace their roots back to Brooklyn, so we knew that old fashioned seltzer packaged in the new fashioned bottle would appeal to seltzer lovers all over the U.S. and began working to import the product,” Resnick explained. “The enthusiastic response from consumers and store managers at our test sites confirmed our beliefs.”

For more information about Bariloche Seltzer, please visit barilocheseltzer.com, or contact: Martin Hacker, Bariloche Seltzer LLC, 2 University Plaza, Suite 501, Hackensack, N.J. 07601.

###

PRESS CONTACTS: At Parness & Associates, Lisa Kreda or Bill Parness, 732-290-0121, parnespr@optonline.net; at Bariloche, Martin Hacker, 201-342-8800

