



888-987-8426 www.trualka.com

Hello!

We would like to present to you our line of stable alkaline waters! **Tru Alka** has become a staple in the Northern and Southern California Region, and we are looking to expand on the success that we've accumulated! SPINS data from 2015 showed **Tru Alka** almost doubling the sales and units vs any other competitor carrying a gallon in No. and So. Ca. We at **Tru Alka** are committed to excellence, and we will do our best to support you and our growth of our line in your stores!

Tru Alka is not just another "alkaline water". Here are a couple of key traits that makes **Tru Alka** stand out from the crowd!

- **Tru Alka** is highly purified water infused with our proprietary formula of living minerals of calcium, magnesium, and potassium.
- **Tru Alka** is enhanced with electrolytes and offers supreme hydration, and exceptionally smooth taste.
- **Tru Alka** is **stabilized** and guaranteed to be alkaline at 9-10pH throughout the shelf life of the product.

I've attached the following for your review:

- Tru Alka's Powerpoint describing the quality and difference in **Tru Alka**.



Howard and Debbie Nodelman

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