

The Evolution of Ice Cream®

LUNA + LARRY'S
**Coconut
Bliss®**

Simple Ingredients

DAIRY-FREE



100%
PLANT BASED

CERTIFIED ORGANIC

Media Kit

April 2020





About Us

With a mission of creating the best ice cream for everyone, Coconut Bliss makes 100% plant-based desserts that are USDA Certified Organic, Non-GMO Project verified and certified gluten-free. All of Coconut Bliss' pints, bars and sandwiches, as well as its Everyday Bliss line of ice creams, are made with ethically produced ingredients of the highest quality. Family-owned and based in Eugene, Oregon, Coconut Bliss has been operating since February 2005.

Mission Statement

Coconut Bliss embodies integrity through inspirational business practices and exceptional plant-based creations.

Coconut Bliss Launches Its New Brand, Everyday Bliss!

Everyday Bliss is a new line of organic, plant-based ice creams created by Coconut Bliss. The Everyday Bliss line includes four completely new flavors, which have been made with the intention of being both indulgent and familiar:

- Caramel Macchiato
- Salty Peanut Butter Chip
- Salted Caramel Chocolate Chip
- Vanilla Brownie Swirl

When compared to Coconut Bliss' classic plant-based ice cream offerings, Everyday Bliss' texture is less dense and more decadent. The Everyday Bliss line is also available at an "everyday" price point for an affordable indulgence.

Unlike other plant-based ice creams in the market, and in line with all Coconut Bliss products, Everyday Bliss is USDA Certified Organic and made from completely organic and fair trade ingredients. Each Everyday Bliss flavor is also gluten-free. This dedication to sourcing quality ingredients and producing the best product possible means each Everyday Bliss pint purchase directly supports independent and locally-owned farms. The care taken to source high-quality ingredients and perfect the Everyday Bliss recipe is also evident in the taste itself.



Giving Back

As a woman-led, family-owned company with a focus on social justice and sustainability, Coconut Bliss drew inspiration from Project Drawdown to find a way to support and enhance the rights and well-being of women and girls. Project Drawdown's research points to the fact that women are pivotal to addressing and reversing the effects of climate change.

Because of this call to empower women and girls, and to make a positive environmental impact, Coconut Bliss has partnered with the Water, Agroforestry, Nutrition and Development Foundation (WAND) to provide business opportunities for women in the Philippines. These opportunities are especially oriented around the coconut crop. Donated funds help these women entrepreneurs make and sell products such as charcoal from coconut shell, vinegar from coconut water, coco peat and organic fertilizer. With a financial goal of \$40,000 for the project, Coconut Bliss is excited to contribute the first \$20,000.

Sustainability

Sustainability Is Part of Coconut Bliss' DNA

The Coconut Bliss team views sustainability as more than an ideal, it's a global imperative. In response, sustainability is woven into the fabric of every aspect of the Coconut Bliss business.

We Work with Sustainably-Focused, Certified Organic Partners

Coconut Bliss partners with companies that are environmentally conscious to source certified-organic, ethically produced ingredients. Coconut Bliss' dedication to sourcing sustainable, high quality ingredients from small business and farm operations helps to actively reduce the company's overall environmental footprint on an ongoing basis. Coconut Bliss uses over 4 million pounds of organic ingredients to create its plant-based desserts annually.

We Use First-of-its-Kind, Eco-Friendly Pint Packaging

In 2019, Coconut Bliss switched to a first-of-its-kind, eco-friendly pint packaging. As a dairy-free ice cream producer creating 100% plant-based ice cream, Coconut Bliss was the first company to use this particular plant-based bio resin polyethylene pint cup packaging as a more environmentally-friendly alternative to traditional materials found in ice cream pint packaging. It's the hope of the Coconut Bliss team that more sustainable packaging solutions become an important focus of the overall food industry.



Our Employees Care About the Environment

From day one, Coconut Bliss employees are on-boarded to a culture of sustainability. Coconut Bliss' headquarters is LEED Gold-certified, and was built with sustainability in-mind. Coconut Bliss provides an Alternative Transportation Program, offering a monthly incentive to Coconut Bliss employees choosing to bike, walk, carpool or take the bus instead of driving to work alone. There is also a comprehensive recycling and composting program in place at Coconut Bliss' headquarters, diverting around 3,000 pounds of materials from landfills annually.

Sustainability is Woven Into All of Our Operations

Significant steps have also been taken to capture solar energy and reduce energy usage at Coconut Bliss' production facility. Solar panels span the entire roof of the Coconut Bliss facility, and a Dissolved Air Flotation (DAF) unit removes dissolved solids from its effluent stream – making waste water cleaner. Energy efficient LED lighting fixtures equipped with motion sensors have also been installed to eliminate unnecessary energy expenditure.

Who We Are

About Kim Gibson Clark, President and CEO of Coconut Bliss

As a leader in local, national and global communities, Kim Gibson Clark has led Coconut Bliss as President and CEO since 2010. Throughout her time at Coconut Bliss, Kim has influenced real and impactful action in key areas, such as Coconut Bliss' operations as an environmentally-conscious company, creating transparency and insight into food production, and spotlighting the importance of supporting local and family-run businesses. As President and CEO, Kim is proud to have led Coconut Bliss' transformation from a locally beloved ice cream company to one of the most acclaimed sustainable plant-based companies in the United States.

Kim is a board member of Oregon Tilth and Lane Food and Beverage Sector Strategies, working to make the state's food and agriculture biologically sound and socially equitable through the initiatives of certification, education and advocacy. She is also a board member of Oregon Support Living Program (OSLP), which works to empower adults with intellectual and developmental disabilities, bringing them into the fold of their communities. Prior to working with Coconut Bliss, Kim spent eight years as General Manager of Lochmead Dairy, where Coconut Bliss Pints and Cookie Sandwiches are manufactured. Throughout her career in the frozen dessert industry she has developed an unwavering standard for quality, and a commitment to organic and sustainable business and ingredient sourcing practices.



About The Gibson Family, Owners of Coconut Bliss

As a family-owned business, it's important to look at the family behind Coconut Bliss. The Gibson family has been in the plant-based dessert industry for over 30 years. The Gibson family founded the nation's first-ever plant-based ice cream manufacturing facility at a large scale. The Gibson family operation made plant-based ice cream alternatives available on shelves for the first time, setting the Gibson family apart in a distinction all their own as the nation's first plant-based dessert experts.

Unlike other plant-based ice creams where various production and operations takes place separately, The Gibson family is proud to facilitate the design, craft and manufacturing of Coconut Bliss' products entirely in Eugene, Oregon.

Industry Awards and Accolades

Coconut Bliss is proud to have received the following awards, honoring Coconut Bliss' dedication to excellence:

- **The Women's Choice Award for America's Most Recommended Frozen Dairy-Free Dessert**
- **Delicious Living magazine's coveted Best Bite Award**
- **VegNews' Veggie Award for Favorite Ice Cream**
- **Number 2 on Oregon Business Magazine's list of 100 Best Green Workplaces in Oregon**



FAQ

Is this business 100% vegan?

Yes, all of Coconut Bliss' plant-based ice cream products and flavors are 100% vegan. To encourage its employees to consider eating at least some fully plant-based meals throughout the week, Coconut Bliss even provides a vegan chef at our Eugene, Oregon campus.

How do we know the ingredients in Coconut Bliss' products are ethically-sourced?

Coconut Bliss is the only USDA Certified Organic and Non-GMO Project verified plant-based ice cream, and our ice cream, ice cream bars and ice cream sandwiches are all made with 100% plant-based ingredients. Every Coconut Bliss product is certified vegan and gluten free, and uses ethically produced ingredients of the highest quality.

Coconut Bliss also sources our ingredients from small family farms such as Lockhead vanilla, Masie Jane's bee-friendly almonds and Fair Trade cocoa and coffee.

What's the difference between Coconut Bliss and Everyday Bliss?

Coconut Bliss boasts a core line of super premium plant-based ice cream pints, bars and sandwiches that are dense and rich. Coconut Bliss' core products

contain a high weight per volume due to very low air overrun, giving the ice cream a similar texture to homemade ice cream. Those products are also sweetened with organic agave.

Everyday Bliss ice cream flavors have a more conventional and familiar texture that is lighter, making it easier to scoop. The flavors are very indulgent with lots of flavorful ingredients. Everyday Bliss has a slightly sweeter flavor profile because it's sweetened with organic cane sugar, rather than agave.

How does Coconut Bliss get that divinely creamy texture that looks, tastes and scoops like dairy ice cream?

Both Coconut Bliss and Everyday Bliss are made from the finest organic coconut milk and coconut cream. These coconut bases not only provide "good" medium-chain triglyceride fats, but they give our ice creams the same kind of texture that dairy fat does, resulting in Coconut Bliss' creamy, decadent and satisfying desserts.

Where can I find Coconut Bliss?

Coconut Bliss products can be found internationally and across the U.S. and Canada. Customers can reference our online Store Locator to find their closest retailer carrying Coconut Bliss, or order Coconut Bliss and Everyday Bliss products directly from our online store.



In the Media

PACKAGING DIGEST

“It’s exciting to be the first ice cream brand in the market to have this more sustainable packaging, but that wasn’t entirely the goal. The goal is to get as many other brands to convert to this, making a bigger eco-impact and ultimately making the cost of producing lower.”

-Packaging Digest

Bloomberg

“We’re going to continue to support coconut farmers and those communities for as long as we can, but we realize that there’s absolutely a climate threat to those areas,” said Kim Gibson Clark, chief executive officer of Coconut Bliss, a U.S. vegan ice cream producer.”

-Bloomberg

“In the Media” Blog Collection

[View the collection.](#)



Media Assets

Coconut Bliss' Core Line of Products and Flavors:

- **Chocolate Chip Cookie Dough** - *A fresh take on a familiar favorite*
- **Madagascar Vanilla Bean** - *Rich vanilla with tropical undertones*
- **Sea Salt Caramel + Chocolate** - *An evolutionary twist on a divine trio*
- **Dark Chocolate** - *Smooth and silky chocolate euphoria*
- **Chocolate Peanut Butter** - *The classic combo elevated to art*
- **Infinite Coconut** - *The pure coconut experience*
- **Chocolate Walnut Brownie** - *A divine treat for chocolate lovers*
- **Chocolate Hazelnut Decadence** - *A hazelnut and fudge swirl sundae*
- **Mint Chip Galactica** - *Refreshing mint in a galaxy of chocolate*
- **Peruvian Mocha Crunch** - *Coffee and cacao nibs enhanced with maca*
- **Ginger Cookie + Caramel** - *Spiced cookies and caramel in rich vanilla*
- **Cold Brew Coffee** - *Blended to awaken the senses*
- **Madagascar Vanilla Bean in Chocolate Bars** - *Pure Madagascar vanilla with tropical undertones dipped in fair trade chocolate*
- **Raspberry Acai in Chocolate Bars** - *Luscious raspberries and exotic acai dipped in fair trade chocolate*
- **Sea Salt Caramel in Chocolate Bars** - *Delicious caramel with a hint of salt dipped in fair trade chocolate*
- **Coconut Almond in Chocolate Bars** - *Creamy coconut with an almond crunch dipped in fair trade chocolate*
- **Dark Chocolate Bars** - *Dense and silky, deeply satisfying*
- **Infinite Coconut Bars** - *A pure coconut experience awaits*
- **Cold Brew Latte Bars** - *An invigorating blend of full-bodied fair trade coffee and smooth coconut milk*
- **Vanilla Cookie Sandwich** - *Hemp seed chocolate chip cookies and Vanilla Coconut Bliss*
- **Dark Chocolate Cookie Sandwich** - *Hemp seed chocolate chip cookies and Dark Chocolate Coconut Bliss*

Everyday Bliss Line Pint Flavors:

- **Caramel Macchiato** - *Espresso with a creamy caramel twist*
- **Salty Peanut Butter Chip** - *Vanilla ice cream, peanut butter patches with a hint of sea salt and flakes of chocolate*
- **Salted Caramel Chocolate Chip** - *An irresistible flavor combination for the whole family*
- **Vanilla Brownie Swirl** - *An ice cream sundae in a cup with gluten-free brownies and ribbons of fudge.*



Digital Assets Download all media assets [here](#)

Logos/Images/Product Packaging



Product Photography Many more photos available [here](#)





Digital Assets

Download media assets [here](#)

Nutrition Fact Panels

Chocolate Chip Cookie Dough

Nutrition Facts			
3 servings per container			
Serving size 2/3 cups (125g)			
Calories	330	980	
	Per serving	Per container	
Total Fat	24g 31%	72g 92%	
Saturated Fat	20g 100%	61g 305%	
Trans Fat	0g	0g	
Cholesterol	0mg 0%	0mg 0%	
Sodium	80mg 3%	240mg 10%	
Total Carb.	26g 9%	79g 29%	
Dietary Fiber	2g 7%	5g 18%	
Total Sugars	19g	57g	
Incl. Added Sugars	16g 32%	49g 98%	
Protein	3g	8g	
Vitamin D	0mcg 0%	0mcg 0%	
Calcium	0mg 0%	30mg 2%	
Iron	14mg 8%	42mg 25%	
Potassium	270mg 6%	800mg 15%	

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,300 calories a day is used for general nutrition advice.

Dark Chocolate

Nutrition Facts			
3 servings per container			
Serving size 2/3 cups (125g)			
Calories	260	780	
	Per serving	Per container	
Total Fat	18g 23%	54g 69%	
Saturated Fat	16g 80%	48g 240%	
Trans Fat	0g	0g	
Cholesterol	0mg 0%	0mg 0%	
Sodium	75mg 3%	230mg 10%	
Total Carb.	25g 9%	74g 27%	
Dietary Fiber	2g 7%	6g 21%	
Total Sugars	18g	55g	
Incl. Added Sugars	16g 32%	48g 96%	
Protein	3g	8g	
Vitamin D	0mcg 0%	0mcg 0%	
Calcium	0mg 0%	50mg 4%	
Iron	15mg 8%	45mg 25%	
Potassium	470mg 10%	1400mg 30%	

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,300 calories a day is used for general nutrition advice.

Ginger Cookie Caramel

Nutrition Facts			
3 servings per container			
Serving size 2/3 cups (126g)			
Calories	300	890	
	Per serving	Per container	
Total Fat	20g 26%	60g 77%	
Saturated Fat	18g 90%	53g 265%	
Trans Fat	0g	0g	
Cholesterol	0mg 0%	0mg 0%	
Sodium	75mg 3%	220mg 10%	
Total Carb.	29g 11%	86g 31%	
Dietary Fiber	1g 4%	3g 11%	
Total Sugars	22g	67g	
Incl. Added Sugars	20g 40%	60g 120%	
Protein	2g	5g	
Vitamin D	0mcg 0%	0mcg 0%	
Calcium	0mg 0%	40mg 4%	
Iron	0.8mg 4%	2.4mg 15%	
Potassium	210mg 4%	620mg 15%	

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Madagascar Vanilla

Nutrition Facts			
3 servings per container			
Serving size 2/3 cups (122g)			
Calories	270	800	
	Per serving	Per container	
Total Fat	21g 27%	63g 81%	
Saturated Fat	18g 90%	56g 280%	
Trans Fat	0g	0g	
Cholesterol	0mg 0%	0mg 0%	
Sodium	25mg 1%	75mg 3%	
Total Carb.	19g 7%	58g 21%	
Dietary Fiber	<1g 3%	3g 11%	
Total Sugars	16g	48g	
Incl. Added Sugars	13g 26%	40g 80%	
Protein	2g	5g	
Vitamin D	0mcg 0%	0mcg 0%	
Calcium	0mg 0%	0mg 0%	
Iron	0.7mg 4%	2.2mg 10%	
Potassium	240mg 6%	710mg 15%	

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Product Ingredients

Coconut Almond in Chocolate

INGREDIENTS: DAIRY-FREE FROZEN DESSERT
 *Coconut Milk (Water, *Coconut, *Guar Gum),
 *Agave Syrup, *Coconut Cream, *Dried Coconut,
 *Coconut Extract, *Vanilla Extract.
CHOCOLATE COATING: *†Dark Chocolate
 (*†Cocoa Mass, *†Cane Sugar, *†Cocoa Butter),
 *Coconut Oil, *Almonds.

*Certified Organic
 †Fair Trade

CONTAINS: Coconut (tree nut), Almond

Infinite Coconut

INGREDIENTS: *Coconut Milk (Water, *Coconut,
 *Guar Gum), *Agave Syrup, *Coconut Cream,
 *Dried Coconut, *Coconut Extract, *Vanilla Extract.

*Certified Organic

CONTAINS: Coconut (tree nut)

Raspberry Acai in Chocolate

INGREDIENTS: DAIRY-FREE FROZEN DESSERT
 *Coconut Milk (Water, *Coconut, *Guar Gum),
 *Agave Syrup, *Coconut Cream, *Raspberries,
 *Acai, **CHOCOLATE COATING:** *†Dark Chocolate
 (*†Cocoa Mass, *†Cane Sugar, *†Cocoa Butter),
 *Coconut Oil.

*Certified Organic
 †Fair Trade

CONTAINS: Coconut (tree nut)

Sea Salt Caramel in Chocolate

INGREDIENTS: DAIRY-FREE FROZEN DESSERT
 *Coconut Milk (Water, *Coconut, *Guar Gum),
 *Agave Syrup, *Caramel, (*Coconut Sugar,
 *Coconut Milk, Sea Salt, *Guar Gum) *Coconut
 Cream, Sea Salt. **CHOCOLATE COATING:** *†Dark
 Chocolate (*†Cocoa Mass, *†Cane Sugar,
 *†Cocoa Butter), *Coconut Oil.

*Certified Organic
 †Fair Trade

CONTAINS: Coconut (tree nut)

Romance Copy

The Evolution of Ice Cream®

Each bar of Coconut Bliss® is an expression of our absolute commitment to using the finest, ethically sourced organic ingredients in the world. We create divinely creamy, plant-based frozen desserts that both body and mind can enjoy without compromise.



Dense and silky, deeply satisfying

Pure Madagascar vanilla with tropical undertones dipped in fair trade chocolate

Luscious raspberries and exotic açai dipped in fair trade chocolate



Social Media Guidelines

At Coconut Bliss, we are committed to using organic ingredients that are minimally processed, ethically produced and divinely delicious. Our belief in quality over quantity, community, organic ingredients, and doing good for the world is what makes Coconut Bliss truly blissful. Here are a few tips to make your social media shine when it comes to our products.

Blissful Photography Tips

- Use natural lighting. Utilizing indoor spaces next to windows or outside in the shade with indirect sunlight is the best way to brighten up a photo without making it too washed out.
- Have your camera, location and props set up before bringing out the products to be photographed. If you're photographing a scoop of ice cream or frozen dessert, place it on a baking sheet in the freezer until you are ready to go.
- Increase the image contrast, highlights and vibrance to make it pop.

Social Media

Give us a shout on social media. We love highlighting our food service partners and supporters! Tag us in your social media posts so we can share and spread the word!

Handles

IG: @coconutbliss / @myeverydaybliss
FB: @coconutbliss / @myeverydaybliss
TW: @coconutbliss / @everydaybliss
LI: @coconutbliss

Hashtags

#coconutbliss
#shareyourbliss
#myeverydaybliss

More Tips

- Coconut Bliss is made with only the highest quality organic ingredients. Using terms like “plant-based”, “100% organic” and “ethically sourced ingredients” will let customers know they can feel good about the products they are enjoying.
- Let people know how creamy and indulgent the ice cream is. Whether you use it in a shake or an ice cream cake, talking about how decadent and rich the dessert is will bring on the #foodenvy.



Fan Quotes & Testimonies

"I was told to give up dairy to keep breastfeeding my 7 week old daughter, who likely has a dairy allergy. So hard for me - I <3 dairy! But thankfully I came across your Chocolate Hazelnut Fudge ice cream. I dunno how you did it but it tastes JUST like the real thing!"

"I'm a grown up and I can have ice cream in the middle of the day right before supper even if it will spoil my dinner and there's nothing anyone can do about it. But fine, I'll put some fruit on it and make it less obvious Coconut Bliss is my jam even when I'm not jamming" - *Haley T*

"I ate a Coconut Bliss ice cream cookie and it brought a wave of nostalgic joy. Now I feel like a cat curled up in a beam of sunlight."

"Just want to say a big thank you to Coconut Bliss!! I recently had twin girls and one of them developed allergic colitis. I've been on an elimination diet for the last 5 weeks...Being a new mom to twins is challenging in and of itself but add a highly restrictive diet. Thank goodness I found Coconut Bliss (actually my husband found it for me!). Your Cold Brew Latte and Infinite Coconut bars have made it so much easier. Sometimes you just need a yummy treat or two! Best frozen dessert in the world!!"

"I saw your Vanilla Cookie Sandwich at Organic Garage in Toronto and bought them for my friends and myself. Well, it was delicious. A tough audience member said it was the best dessert he'd ever had. It's an amazing 100% plant-based organic product. Thank you and well done to your team!" - *Daniel G*

"OMG I love all of your Coconut Bliss products. My husband and I cannot get enough of them! We went non-dairy this past July and tried out so many non-dairy ice creams before we stumbled across yours and we have been buying it ever since for our little weekend indulgences. Thank you!"

"I wish everyday was a Coconut Bliss day!"

"My first time trying your ice cream was this past week. Now coming from a serious ice cream and coconut fan, my first bite was magical! I shut my eyes for a moment and simply savored the chocolate coconut flavor. Then I got a bite of the walnut then the brownie. I thought I was in heaven!" - *PJ*



Coconut Bliss Partners

Coconut Bliss is proud to work with the following distributors

- UNFI
- KeHE
- Sysco
- US Foods
- Reliant
- SW Distributors
- Philadelphia Water Ice
- Earthly Gourmet

Coconut Bliss' retail partners included, but are not limited to, the following:

- Safeway
- Albertsons
- Sprouts
- Whole Foods
- Fred Meyer
- Wegmans
- Ehrwon
- MOM's markets
- PCC Markets
- Market of Choice
- New Seasons
- Stop-n-Shop
- Loblaws (Canada)
- Sobeys (Canada)
- Metro (Canada)

Press and Media Inquiries

Please contact:

Becca Wirta

Account Manager
Grady Britton

pr@gradybritton.com