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Luna & Larry's Coconut Bliss® - Bliss Unlimited LLC

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**Luna and Larry's Coconut Bliss®**

Luna and Larry's Coconut Bliss® is a coconut milk-based ice cream product available in fourteen flavors: Cappuccino, Cherry Amaretto, Chocolate Hazelnut Fudge, Chocolate Peanut Butter, Chocolate Walnut Brownie, Dark Chocolate, Ginger Cookie Caramel, Lunaberry Swirl, Mint Galactica, Mocha Maca Crunch, Naked Almond Fudge, Naked Coconut, Pineapple Coconut and Vanilla Island. Coconut Bliss also produces Naked Coconut and Dark Chocolate Novelty Bliss Bars.

Creators Luna Marcus and Larry Kaplowitz met in 2002 at Lost Valley Educational Center, a Permaculture-based non-profit in Dexter, Oregon. They found an inspiring social environment at the Center, where they lived among individuals who were dedicated to sustainable lifestyle practices. After giving up dairy for health and ethical reasons, they found themselves unsatisfied with soy and rice-based ice cream alternatives. The non-dairy ice cream available at the time didn't taste good, or was made with so many ingredients that it made them feel sick after eating it.

Luna began to ponder why there wasn't a non-dairy ice cream available that was made from coconut milk. She used coconut milk in a lot of Thai cooking, and it seemed an ideal base for a non-dairy ice cream.

Luna and Larry began experimenting with a simple, hand-cranked ice cream maker they purchased from Goodwill for \$1.50. After a few trial and error attempts in late 2004, they came up with the perfect recipe – free of dairy, gluten and soy, and sweetened only with agave syrup. After months of popular "tasting parties" at their house for friends and neighbors, they saw the potential in the product and the company name "Luna & Larry's Coconut Bliss" was established shortly thereafter.

Now based in Eugene, Oregon, Luna and Larry have transformed their coconut milk dessert idea into a successful business. Luna and Larry's Coconut Bliss has conceptualized and manufactured more than 50 flavors since the creation of the dessert in 2004, and it is available nationwide in the US and Canada. Due to the logistics of national distribution, the company currently produces fourteen flavors.



Moving from the days of hand-packing each pint, now Coconut Bliss pints and Bliss Bars are shipped through distribution centers throughout the United States and Canada.

Coconut Bliss can be found in most natural food stores and a growing number of conventional grocers. If the dessert is not available at your local grocery store, a request can be made through the Coconut Bliss website, [www.coconutbliss.com](http://www.coconutbliss.com). Coconut Bliss also is available for food service. You can find details in the Food Service section on the Coconut Bliss website.

To this day Luna & Larry's Coconut Bliss is committed to serving the finest coconut milk-based ice cream product on the market, a driving principle that Luna and Larry instilled in the company since creation of the first pint. Coconut Bliss promises that all products it offers are made with the highest quality organic and fair-trade ingredients possible.

### **About Bliss Unlimited**

Bliss Unlimited, LLC was founded to create a satisfying ice cream without the health and ecological impacts associated with dairy, soy, gluten, or sugar. As a healthful whole food, consciously prepared from nutritious, natural, and beneficial ingredients, Coconut Bliss® is the evolution of ice cream. USDA-certified organic and 100 percent vegan, Coconut Bliss® is based on naturally rich, cholesterol-free coconut milk — which is packed with lauric acid and medium-chain triglycerides (MCTs) — and agave syrup, a natural low-glycemic sweetener. The company values ecological and social sustainability, and strives to use the highest quality and most ethically-produced organic ingredients it can find. The company is privately-owned and based in Eugene, Oregon, and has been operating since winter 2005. For more information about Coconut Bliss® products and where to buy it, visit [www.coconutbliss.com](http://www.coconutbliss.com).