



For Immediate Release

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Luna & Larry's Coconut Bliss 24-pack Bars in Dark Chocolate and Naked Coconut Flavors Now Available

Eugene, Oregon, May 2012 – Creamy and delicious Dark Chocolate and Naked Coconut frozen dessert bars are now available in a retail-convenient 24-pack box. The 24 frozen treats in each box are individually bar-coded so customers can purchase as many as they like. Coconut Bliss bars are perfect for picnics and parties with no scooping necessary. They're great for kids of all ages, and make it easy to have some "Bliss" to go. On a hot summer's day, it's hard to resist the satisfying coolness of creamy Coconut Bliss on a stick, ready to be eaten the moment it's purchased.

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.