



For Immediate Release

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Luna & Larry's Coconut Bliss Wins VegNews 2011 VegNews Veggie Awards Favorite Vegan Ice Cream

Eugene, Oregon, December 2011 -- VegNews, America's premier vegetarian and vegan lifestyle magazine, named Luna & Larry's Coconut Bliss as the 2011 Veggie Award Winner for Best Vegan Ice Cream. Nearly 44,000 people voted this year in one of the largest and broadest surveys of vegetarians and vegans around the world. This is a first-time win for Coconut Bliss who released four new flavors this year.

"The Coconut Bliss family is excited and honored to have the support of the vegetarian and vegan community behind us. This award comes at the end of a trying year for us and is a great inspiration to keep producing innovative high quality dairy-free ice creams," says Kiley Gwynn, Community Manager for Luna & Larry's Coconut Bliss, "

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.