



June 10, 2013

Dr. Thomas Farley
Department of Health and Mental Hygiene
125 Worth Street
New York, NY 10013

Dear Dr. Farley,

On behalf of Grins Enterprises, I want to applaud the NYC Health Department's efforts to educate people about the consequences of overconsumption of sugary beverages.

As the makers of Grins, we share your goals of reducing the amount of calories Americans consume in beverages. Our better-for-you naturally flavored water, Grins, has found an enthusiastic following among students, school administrators, youth sports, military and other groups who are seeking healthier options in the beverages they serve.

Grins is sold in 12-ounce bottles. We chose to stop production of our 16.9-ounce bottles because, like you, we believe part of the responsibility for improving Americans' beverage consumption habits lies with beverage producers themselves, who should set an example by offering only reasonable portion sizes.

A 12-ounce bottle of Grins contains 75 calories and 18 grams of sugar. That's far fewer calories and far less sugar than the sodas, juice drinks, coffee drinks and other overloaded beverages your campaign warns consumers about.

Grins also contains no caffeine, no carbonation, no preservatives, no artificial colors or flavors. And it tastes great--a point that has been driven home in schools where we are sold. Our positive message as The Official Beverage of Happy People is just one more reason that parents, kids and anyone seeking a healthier lifestyle can feel good about grabbing a cold Grins out of the cooler at their corner store.

We believe beverage companies have a responsibility to give consumers the tools they need to adopt healthier habits. We thank you for your work to promote that message, and we will continue to work hard to make it easier for people to make healthy choices. In fact, we have recently developed a zero-calorie version of Grins that contains only natural ingredients, which we plan on bringing to market soon.

We encourage you to learn more about our products at www.grinsbev.com.

Thank you for sharing our mission to help both children and adults make healthier beverage choices.

Sincerely,

A handwritten signature in black ink, appearing to read "Nathan Battle".

Nathan Battle
Grins Enterprises LLC

CC: Mayor Michael Bloomberg