



The Litchfield Fund completes an investment in Genius



Friday, August 5, 2016 (Scottsdale, AZ): The Litchfield Fund has announced the completion of an investment in Torrance, CA based *Genius*. Genius is a unique, all organic smoothie blended from both the coconut water & the coconut meat! Blending the water & meat makes Genius a rich, creamy, delicious coconut smoothie. It is available in its Original Flavor & two new flavors, Coffee & Vanilla Protein. Featuring a whole coconut in each bottle, Genius is a filling drink to enjoy on-the-go or at any time.

“Genius & its co-founder Alex Bayer impressed us from day one,” states Tom Malengo, Chief Business Officer, The Litchfield Fund. “We quickly fell for this delicious & nutritious coconut smoothie! Digging deeper, we saw that Alex has put together a well operating company with expanding distribution!”

“Using the whole coconut makes Genius a unique product in the marketplace,” says Susan Bryenton, Chief Market & Product Officer, The Litchfield Fund. “Alex’s recent revamp of the Genius brand & label makes Genius stand out on the cooler shelves. Genius is a satisfying option with its meal replacement functionality. With a 120-day cooler shelf life, we see consumers stocking up on Genius!”

“I am so pleased that The Litchfield Fund is now on our team,” says Alex Bayer Genius CEO & co-founder. “Tom & Susan are quick to share ideas, talk through issues & find ways to help grow the Genius brand!”

Visit www.geniusjuice.com to learn more about *Genius*.

About The Litchfield Fund: The Litchfield Fund, a family owned & managed joint venture, makes equity & venture capital investments in the Natural and Organic Food & Health Industry. The Litchfield Fund seeks out companies with unique products & potential financial growth offering products in the healthy & sustainable food, beverage, vitamin & supplement categories. The Litchfield Fund is based in Lyndhurst, OH & Scottsdale, AZ. See more at www.litchfieldfund.com or contact tmalengo@litchfieldfund.com.

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