

AllWello Launches Organic Cold-Pressed Kids Juice Pouches at Expo West 2026

USDA Organic, 100% natural kids pouches made with fruits, vegetables and water, debuting at Expo West with HEB and Sprouts rollout in May.

MIAMI, FL, UNITED STATES, March 2, 2026 /EINPresswire.com/ -- AllWello Launches AllWello Kids at [Expo West 2026](#), the First Organic Cold-Pressed Kids Juice Pouch Expanding Its Family-Focused Beverage Line

AllWello, one of the fastest-growing organic shelf-stable [cold-pressed juice](#) brands, today announced the launch of AllWello Kids, a new line of organic cold-pressed juice pouches made with just fruits, vegetables, and water. The product line will begin rolling out in HEB and Sprouts Farmers Market stores this May.

Designed to meet growing demand for clean-label beverages tailored specifically to children, AllWello Kids delivers 100% natural, USDA Organic juice that is never from concentrate and contains no added sugar, artificial ingredients, sweeteners, or preservatives. The shelf-stable pouches combine nutritional integrity with playful packaging created to engage kids while reassuring parents.

AllWello was founded by father-daughter team Alberto and Nora Cohen with a clear mission: create beverages at the intersection of taste and nutrition. With more than 20 years of experience in the beverage industry, Alberto has developed products for major national retailers across the United States, bringing deep category expertise and operational excellence to the brand.

The name "AllWello" originated from a family moment, Alberto's granddaughter's mispronunciation of "Abuelo," the Spanish word for grandfather, reflecting the company's family-first values.

As Co-Founder, Nora Cohen has led AllWello's operational growth over the past three years, overseeing retail expansion and new product development. A graduate of Northwestern University with a Master's degree in Food Systems from New York University, and a mother of two, Nora played a key role in bringing the Kids line to market.

"As our glass-bottled juices expanded into retailers including HEB, Publix, Walmart, and The Fresh

Market, we kept hearing the same request at home,” said Nora Cohen, Co-Founder of AllWello. “Our children wanted a juice that felt like it was made just for them. AllWello Kids was born from that demand, something fun for kids, without compromising the ingredient standards parents expect.”

“For more than two decades in this industry, I’ve seen trends come and go,” said Alberto Cohen, Founder of AllWello. “What never changes is that families deserve products made with integrity. As a grandfather of five, I would not put my name on anything I wouldn’t proudly give to my own grandchildren. AllWello Kids reflects that commitment.”

The new line features organic fruits, vegetables, and water, nothing more. Bright, joyful monster characters on the packaging are designed to spark imagination and build brand recognition among young consumers, while maintaining the clean-label transparency the brand is known for. Parents can sign up for the waitlist to be the first to know when the product becomes available.

With distribution expanding into HEB and Sprouts this May, AllWello continues its mission to serve the entire family with beverages crafted with experience, integrity, and love.

For more information, visit www.allwello.com.

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