



MEDIA ALERT

For Immediate Release

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Agro Innova Co. Announces Vice President of Sales

Andy Sotolongo to Support Sales and Distribution of Suavva, Cacao-Pulp Smoothies

Weston, FL (July, 2014) – Agro Innova Co., is proud to announce the newest addition to their management team, Andy Sotolongo, the Vice President of Sales for their brand, **Suavva®** (www.suavva.com). Suavva offers a line of non-GMO, gluten-free cacao pulp smoothies providing the retail market a delicious new line of nutrient dense beverages.

Sotolongo is in the midst of his impressive career in the beverage industry. With over 20 years of experience in Consumer Packaged Goods sales focused primarily in beverages, he provides Agro Innova with extensive background knowledge of consumer trends and product marketing. Sotolongo has worked with several beverage industry market leaders including Coca-Cola, Dannon, and Red Bull.

“I am excited to work on behalf of such a unique brand, as Suavva is unlike any functional beverage that consumers have seen before,” says Sotolongo. “I believe sharing the natural energizing properties of the cacao plant as well as the other nutritional benefits in Suavva will quickly drive consumers to stores in search of an all-natural, delicious smoothie”. With all of his career expertise, Sotolongo is ready to support Suavva, his first refrigerated brand. In contrast to brands that have had extended shelf lives, Suavva poses a new and exciting experience for Sotolongo.



Suavva, a brand of Agro Innova, has reformulated their line of cacao-pulp smoothies and are re-entering the market this summer with their campaign, “Energizing Happiness”. The line of Suavva smoothies includes: Amazing Cacao, Chocolatey Cheer, Merry Mango, and Blissful Berry. In addition to being naturally rich with antioxidants, vitamins and minerals; Suavva smoothies offer the sweet, tart flavor of cacao-pulp without any bitterness found in cacao seeds. Sotolongo is looking forward to the opportunity to reach consumers with information



about Suavva, the health properties of the cacao plant and the delicious beverage stored within.

About Agro Innova

Agro Innova, based in Weston Florida, was founded by Joseph Montgomery III, whose family has farmed the cacao fruit in Ecuador for seven generations. Agro Innova works with small farmers in South America who harvest all natural, non-GMO, gluten-free cacao. Gentle extraction of cacao from the pod protects its valuable antioxidants, vitamins and minerals. Agro Innova is committed to sustainable farming practices to ensure long-term growth of cacao fruit in South America to provide consumers with the nutritious properties of cacao, from farm to family.

For further information about Suavva or for media related inquiries, please contact Lauren Haines of Christie Communications at (805) 969-3744 or via email at lhaines@christiecomm.com.

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