



MEDIA ALERT

For Immediate Release

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Suavva® Smoothies “Energize Happiness” Naturally *Agro Innova Offers A Dynamic Approach to Functional Beverage*

Weston, FL (July, 2014) – Over the past decade, the functional beverage industry has steadily increased with over \$60 billion dollars in global sales.¹ This growth is attributed to consumers’ recent shift in leading a healthy lifestyle with increased interest in and awareness of the health benefits of what they eat and drink. While consumers previously looked to natural supplements for their health benefits, they are now turning to functional foods and beverages to get their nutrients.²

Agro Innova, a leading company in the functional beverage industry, is spearheading this growth with its healthy, nutrient-rich brand **Suavva®** brand of cacao pulp-based smoothies. Suavva smoothies are packed with antioxidants, vitamins, and minerals that make them both delicious and good for your body. With attractive branding and health benefits specifically targeting a desire for natural supplements, Suavva is re-entering the beverage market with a new formula and the all-natural energy of cacao-pulp.

Suavva’s motto “Energizing Happiness,” reflects the delicious and functional juice inside. The energizing properties are derived from premium all-natural cacao which is rich in theobromine, a compound similar to caffeine.³ Suavva naturally contains both energizing properties and generous amounts antioxidants to reduce the effects of free-radicals on the body.

Suavva boasts a new recipe of cacao and pure fruit juices for approachable, feel-good flavors. Suavva’s four distinct flavors ensure a nutritious option for all palettes. Amazing Cacao, Chocolatey Cheer, Merry Mango and Blissful Berry complete



¹ https://www.fortitechpremises.com/wp-content/uploads/2012/06/Functional_Beverages_FINAL_ENG.pdf

² <http://www.naturalproductsinsider.com/articles/2014/07/form-and-function.aspx>

³ <http://www.phytochemicals.info/phytochemicals/theobromine.php>



the range of unique and delicious Suavva smoothies.

Carefully designed to reflect the family-run business and respected sources, Suavva smoothies convey a company that cares about their consumers and their planet. Communicating its sustainable production through every brand touch point, consumers know that they are drinking something that is good for their bodies and good for the earth.

Suavva stands out in the functional beverage category for the vitamins and minerals contained within cacao pulp, rather than cacao beans, and offers unbeatable taste for conscious consumers.

About Agro Innova

Agro Innova, based in Weston, Florida, is founded by seventh-generation cacao farmer, Joseph Montgomery III. Agro Innova partners with small farmers in South America who harvest all natural, non-GMO, gluten-free cacao. Gentle extraction of cacao from the seed protects its valuable antioxidants, vitamins and minerals. Agro Innova is committed to sustainable farming practices to ensure long-term growth of the cacao plant in South America to provide consumers with the nutritious properties of cacao.

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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