



MEDIA ALERT

For Immediate Release

Contact:

Lauren Haines
Christie Communications
(805) 969-3744
lhaines@christiecomm.com

Joseph Montgomery III
Agro Innova Co.
954-384-3090
jm@suavva.com

Christie Communications Named Agency of Record for Agro Innova's Branding, Marketing and Public Relations Campaign

Santa Barbara, CA (June, 2014) – **Christie Communications** (www.christiecomm.com) a leading international strategic branding and communications agency, is proud to announce that it has been retained by **Agro Innova** to support the launch of **Suavva** (www.suavva.com/), their antioxidant-rich, gluten-free cacao smoothies. With over 20 years of creating and implementing innovative communications strategies for ethical companies throughout the world, Christie Communications is supporting Suavva's expansion into new markets, introducing the unique benefits of Suavva's delicious cacao smoothies.

Agro Innova is owned by a family of seventh generation Cacao farmers in Ecuador who have brought the nutritional benefits of cacao pulp to the United States in their premium, naturally energizing smoothies. Agro Innova is dedicated to the creation of innovative, healthy, and delicious products that enable consumers to feel good from farm to family. Each smoothie is made by gently extracting the pulp of the cacao fruit to maintain the health benefits of the essential vitamins and minerals. The Amazing Cacao beverage is made with pure cacao juice and agave nectar, while other Suavva smoothies include Merry Mango, Blissful Berry, and Chocolatey Cheer.

CEO, Joseph Montgomery III, and his family have harvested cacao seeds in Ecuador for centuries in order to roast them for chocolate production. After extensive research, Agro Innova has obtained a patent on their unique process for extracting the citrus-like pulp from cacao pods to create Suavva – an all-natural, versatile, healthy beverage. An excellent source of B and C vitamins and minerals including Magnesium, Suavva supports natural vitality in a myriad of ways – supporting brain, heart, and immune system health.

“Many consumers instantly think of chocolate when they see the word ‘cacao’, but Suavva provides the fruity, nutrient-dense essence of the cacao pulp,” says Agro Innova CEO, Joseph Montgomery III. “My goal is to share the energizing properties of the cacao fruit with consumers through a healthy beverage while ensuring that we continue to harvest cacao



sustainably and responsibly so that this business can remain in my family for numerous future generations.”

“Agro Innova’s functional cacao fruit smoothies are an innovative and delicious addition to the healthy beverage market and are unlike any other beverage that we’ve seen thus far,” asserts Gillian Christie, founder and CEO of Christie Communications. “Additionally, their support for 1% for the Planet reflects their dedication to a commendable triple bottom line business model. Suavva is truly living their motto ‘Energizing Happiness’ in every aspect of their company.”

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.

About Christie Communications

Christie Communications is a full-service branding, marketing, public relations and advertising agency dedicated to helping ethical businesses, entrepreneurs, and socially conscious organizations broaden their impact through effective communication services. Christie Communications goes beyond marketing buzzwords. It is a company based in philosophy, driven by passion, and known by its results. The Christie Community Foundation creates a "ripple effect" of global betterment through creating and promoting innovative, results-oriented initiatives for the betterment of the world.

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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