



MEDIA ALERT

For Immediate Release

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Agro Innova Co. Welcomes Chris Boudinet as New Chief Operating Officer Suavva® Brand “Energizes Happiness” With New Team Member

Weston, FL (September, 2014)— With the release of their brand of **Suavva®** cacao pulp smoothies (www.suavva.com), Agro welcomes Chris Boudinet as Chief Operating Officer to oversee the production and retail expansion in the coming months. Agro Innova is launching its unique cacao pulp line of smoothies in the natural, grocery, and food service channels.



Boudinet comes to Agro Innova with extensive experience in the Consumer Packaged Goods (CPG) industry. For the past 15 years, Boudinet supported Meyer Natural Foods and Laura’s Lean Beef as Co-President and Senior Vice President. With this past career experience, Boudinet gained a deep skills-set in operations and sales of natural, perishable products. In addition, Boudinet held the position of Division President of Crossmark, one of the nation’s top food brokers.

Boudinet’s interest in Agro Innova stemmed from the use of cacao pulp in their Suavva smoothies, an ingredient never before used in U.S. market beverages or food products. Looking forward to stocking shelves with a healthy, unique, and delicious new beverage line, Boudinet supports Agro Innova with both experience and enthusiasm.

“Chris Boudinet is undoubtedly a tremendous asset to the Suavva team. He possesses invaluable business knowledge from his extensive experience in consumer packaged goods,” says Joseph Montgomery, Founder and CEO of Agro Innova and Suavva smoothies. “Chris’s background in sales and new product development lends an insightful perspective to assist with the rollout of Suavva.”

The **Suavva®** brand of smoothies is the only beverage available to the U.S. market to be made from the pulp of the cacao fruit. With certified antioxidant activity, Suavva smoothies are not only rich in taste but excellent for the health. The cacao base is made gently extracting the pulp from the fruit in order to preserve its natural vitamins and minerals. Naturally containing the mood-boosting compound theobromine, Suavva “Energizes Happiness” with four flavors; Amazing Cacao, Merry Mango, Chocolatey Cheer, and Blissful Berry.



About Agro Innova

Agro Innova, based in Weston Florida, was founded by Joseph Montgomery, 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 pulp 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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