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MEDIA ALERT
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**Agro Innova Brings Suavva® Brand to \$60B Functional Beverage Market
 Seventh Generation Family Introduces South American Cacao Pulp Fruit Smoothies**

Weston, FL (October, 2014)—The fruity, nutrient-rich pulp of the cacao plant that was once enjoyed exclusively by the communities that harvest the tropical cacao pod is now available as a functional beverage in the growing US market. With health-conscious millennials and the baby boomer generation consistently seeking new flavor profiles to try and taste,¹ Agro Innova introduces the South American Cacao Pulp Fruit Smoothies under the Suavva (www.suavva.com) brand. CEO Joseph Montgomery, a 7th generation cacao farmer, and his production team are now able to gently and efficiently extract cacao pulp from fresh pods to create a new, delicious, fruity functional beverage using state-of-the-art technologies to bring this South American line of cacao pulp-based fruit smoothies to the \$60B global functional beverage market for the first time.



In Ecuador, cacao farming is prevalent. The football shaped fruits are the source of both the bitter cacao bean (used for standard chocolate), as well as a sweet white pulp used for Suavva smoothies. Suavva prepares these refreshing beverages by separating the pulp from the seed with their unique, patented process. Suavva offers a brand new flavor to the juice category at a time when consumers are recognizing that cold pressed juice can benefit their health

when incorporated into a daily routine.² Cacao pulp contains certified antioxidant activity as well as several vitamins and minerals, all of which are maintained using High Pressure Processing (HPP). The naturally occurring theobromine in cacao pulp allows Suavva to live up to its tagline “Energize Happiness™” through this all-natural, energy-providing compound which may also reduce blood pressure.³

“Ecuadorian farmers drink cacao juice as Americans enjoy their orange juice,” explains Montgomery. “Bringing Suavva in the US market, we’re finding that consumers appreciate the satisfying consistency of the pulp over the usual simple juice.”

¹ <http://www.foodnavigator-usa.com/Markets/Can-demographics-Trop50-and-coconut-water-pull-the-US-juice-category-out-of-its-funk>
² http://www.nytimes.com/2013/04/17/dining/the-rush-toward-cold-pressed-juices.html?pagewanted=all&_r=0
³ <http://www.phytochemicals.info/phytochemicals/theobromine.php>



The unique, subtly sweet flavor of Suavva cacao smoothies gives the product an exotic flair, which works well with 58% of Americans reported to enjoy new and non-traditional functional beverages in the market today.⁴ According to a study conducted by the Mintel Group, the sales of ethnic products in grocery stores will grow more than 20% between 2012 and 2017, with fruit flavors being essential.⁵ As grocery outlets seek new exotic flavors to fill their shelves, Suavva provides 4 exciting, new fruity flavors. **Amazing Cacao** offers a simple cacao experience in the form of a sweet cacao puree sweetened with agave nectar. **Merry Mango** blends mango's tropical taste with cacao and provides, for the first time, an uplifting smoothie without the need for a blender. **Blissful Berry** provides a fresh antioxidant influx through a delicious blend of raspberries, blueberries, and cacao juice. Finally, **Choclatey Cheer** combines the rich taste of chocolate with juicy cacao pulp for a full-flavored, yet dairy-free, cold, chocolate drink. Each flavor is exciting and exotic, and also approachable to new tasters.

From the farms of South America to families across America, this superfood allows Suavva to "Energize Happiness" with delicious cacao nutrition in four refreshing, juicy smoothie flavors.

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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⁴ <http://www.ift.org/food-technology/past-issues/2014/april/features/toptentrends.aspx?page=viewall>

⁵ <http://www.producenews.com/more-company-profiles/company-profiles/12461-north-america-s-explosive-demand-for-ethnic-foods>