



MEDIA ALERT

For Immediate Release

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Suavva® Earns “Best New Ingredient” at World Beverage Innovation Award Show *FoodBev Media Recognizes New Use and Fruity Flavor of Nutritious Cacao*

Weston, FL (November, 2014)— Since 2003, FoodBev Media hosted the World Beverage Innovation Awards (www.foodbevawards.com) to celebrate excellence and originality across 26 categories in the beverage industry, highlighting flavor, ingredients, design, and more. This year’s awards presentation in Nuremburg, Germany awarded **Agro Innova** for “Best New Ingredient” for its use of cacao pulp in their fruit smoothie brand, **Suavva** (www.suavva.com). As the first manufacturer to bring the sweet pulp of the cacao fruit to the United States in beverage form, Agro Innova is distinguished for offering a completely new vitamin-rich, gluten-free functional beverage.

Cacao is best known as the source of chocolate, but the juicy pulp inside the pod of this brightly-colored fruit providing a sweet fruity flavor, completely different from chocolate. While Ecuadorian cacao farmers have traditionally enjoyed the juice from cacao, this tangy and nutritious ingredient is thus-far unknown to the American market. Suavva’s patent-pending, efficient extraction method makes this innovative, delicious beverage available for daily enjoyment.

“We are happy to be the first to offer the incredible value of cacao in a convenient, delicious smoothie,” says Joseph Montgomery, Founder and CEO of Agro Innova. “We are incredibly grateful to FoodBev Media for this recognition.”

Suavva is “Energizing Happiness” with the valuable antioxidants and minerals of the cacao pulp, making its mood-boosting properties accessible to mainstream consumers. Agro Innova is proud to showcase the “Best New Ingredient” of 2014 in each Suavva smoothie.

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.