



MEDIA ALERT

For Immediate Release

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Agro Innova Co. Welcomes Don Marquess, VP of Sales and Marketing Suavva Smoothies Made Available Nationally with Experienced Sales Support

Weston, FL (November, 2014)— Agro Innova Co. announces the appointment of its newest member to their team, Don Marquess, as the Vice President of Sales and Marketing. With its recent launch of four fruity flavors under the **Suavva®** (www.suavva.com) brand name, retailers will give their consumers the chance to “energize happiness” with the beverage industry’s first vitamin-rich, gluten-free Suavva smoothies made from the sweet pulp of cacao fruit.

“With Don’s industry knowledge and the uniquely delicious flavor of cacao, we expect rapid sales of Suavva smoothies to multiple beverage channels throughout the U.S.,” says Joseph Montgomery, CEO of Agro Innova. “He is uniquely qualified for the position of VP of Sales and Marketing and we are proud and encouraged that he chose Suavva for his newest venture.”

Before accepting this position, Marquess spent many years in the food industry. Most recently he held the position of Vice President of Marketing for Meyer Natural Foods, the leading producer of Natural and Organic Beef in the United States. Through this role and previous positions in marketing and sales management, Marquess has a deep understanding of consumer purchase patterns and strategically leading a team to increase sales and profit. As Food Navigator reports, consumer interest in non-GMO products is expected to increase 13% yearly for at least the next five years¹. Marquess’ experience with all retailers will be a key asset as he drives sales for the Suavva brand.

“Suavva is an exciting brand, not only because cacao pulp smoothies are a completely new beverage in the U.S. market, but also because of cacao’s unparalleled nutritional content and unique flavor,” says Marquess. “Suavva is a beverage game-changer and will be a huge success.”

After ten years of extensive research, Agro Innova Co. has perfected their patent-pending process for extracting and processing the nutritious pulp of the cacao fruit. Suavva smoothies are available in four delicious flavors including:



¹ www.foodnavigator-usa.com/Markets/Packaged-Facts-Non-GMO-foods-will-account-for-30-of-US-food-and-beverage-retail-sales-by-2017



Amazing Cacao, Chocolatey Cheer, Merry Mango, and Blissful Berry. Not only are the smoothies full of vitamins, minerals, and antioxidants, but they also offer a natural mood booster due to theobromine, a feel-good element which dilates the blood vessels for increased circulation to the brain and heart. With consumers now turning to functional foods and beverages for their nutrition, Suavva's nutrient-packed smoothie offers an exotic yet approachable flavor to the functional beverage industry.

About Agro Innova Co.

Agro Innova Co., 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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