



MEDIA ALERT

For Immediate Release

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Kick Winter Colds with Nutritious Suavva Smoothies
New Cacao Beverages are “Energizing Happiness” and Supporting Winter Wellness

Weston, FL (November, 2014)— As winter approaches, the common cold is beginning to sweep the nation, spreading stuffy noses and sore throats. According to the Center for Disease Control, cases of the common cold total about 1 billion annually, making it one of the most widespread diseases on the planet.¹ While illness is daunting, precaution comes in many forms – the newest being delicious, **Suavva®** (www.suavva.com) smoothies! Suavva’s Merry Mango and Blissful Berry cacao smoothies offer nearly half of the daily recommended consumption of the beneficial nutrient vitamin C for health and energy year-round!



Suavva smoothies are made of cacao pulp, housed in the center of the football-shaped cacao pod, and possess naturally-occurring antioxidants and vitamins that tackle winter colds. Vitamin C, a potent antioxidant, has long been linked to immune system function and has been proven to lessen the duration and severity of the common cold.² A natural abundance of vitamin C allows the body’s defense line to have the upper hand over cough and cold symptoms, while the delicious flavors of Mango and Berry make these smoothies a treat to drink!

Even if illness doesn’t strike, it’s easy to feel a little down when the weather gets gloomy and the temperatures drop. With cacao’s antioxidant content, Suavva makes it possible to shine summer rays into dark winter days. David Wolfe, one of the world’s leading authorities on health and nutrition and speaker on TED Talks, confirms cacao’s super-nutritive properties. “Cacao is the #1 antioxidant food in the world – with 30x the antioxidant value of red wine, and 20x more than blueberries,” says Wolfe.³

Another nutrient found in cacao is theobromine, a relative to caffeine, which is linked to mood-boosting and stimulant properties. With that kind of supernatural nutrition, it’s hard to doubt that Suavva “Energizes Happiness” with every smooth, refreshing sip.

¹ <http://www.usatoday.com/story/news/nation/2014/01/12/cold-flu-treatment/4117051/>
² <http://www.lawrencehealthcenter.com/can-vitamin-c-really-help-boost-your-immune-system>
³ <http://www.groomed-la.com/2013/10/byline-by-david-wolfe-eat-chocolate-every-day-to-stay-slim-healthy-and-happy-theres-been-talk-for-years-on-the-benef.html>



Suavva offers the dream team of flavor and nutrition in four delicious varieties. Try Amazing Cacao for the taste of pure cacao, Blissful Berry or Merry Mango for fruity boosts of immunity boosting Vitamin C, or indulge the insatiable sweet tooth with Chocolatey Cheer. Suavva smoothies ensure that active people stay in the game, because health never goes out of season.

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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