



BOSSA NOVA UPS THE “ANTE-OXIDANT” POWER WITH AÇAÍ POMEGRANATE

Organic Açai Pomegranate Juice Beverage to Hit Shelves May 2011

CINCINNATI (April 18, 2011) – Bossa Nova, the Superfruit Company, today announced the introduction of Organic Açai Pomegranate to its line of superfruit juice beverages. With the addition of this new flavor, Bossa Nova Organic Açai Pomegranate ups the superfruit ante by combining two antioxidant powerhouses in one delicious beverage. The new beverage is available at select retailers in Boston with a gradual rollout in May 2011 to other markets.

“With Bossa Nova’s new Organic Açai Pomegranate, we are offering an exotically delicious way to reap the amazing antioxidant benefits of açai and pomegranate,” said Mark Ozimek, Bossa Nova brand manager. “Pomegranate juice is in high demand and Bossa Nova’s new blend provides a delicious balance between luscious, tropical açai and tart pomegranate flavor that consumers will love.”

While pomegranates have been cultivated throughout the Mediterranean and Middle East since ancient times, the superfruit has recently become a star in the United States. According to a 2011 consumer insights report from Mintel, pomegranates rank amongst the top five most popular fruit juice flavors among Americans.⁽¹⁾ In addition, one in three consumers specifically look for pomegranate when purchasing functional beverages.⁽²⁾

Emerging research about the potential health benefits of pomegranates has helped fuel the fruit’s growing popularity. Initial studies on pomegranates show that they are rich in polyphenols, which is a type of antioxidant.⁽³⁾

To ensure great taste and optimal nutrition, Bossa Nova uses açai berries that are picked by hand at the peak of ripeness. The organic berries are harvested from sustainably grown açai palm trees in the Brazilian Amazon rainforest. Bossa Nova strives to offer beverages with a minimum of ingredients and are lightly sweetened with organic agave nectar.

Look for Bossa Nova juice beverages in the refrigerated produce sections of major grocery retailers and the single-serve juice section of most natural food stores, specialty retailers and co-ops nationwide.

About Bossa Nova

The Bossa Nova Superfruit Juice Company researches, explores and delivers nature's most potent superfruits. Headquartered in Cincinnati, OH, Bossa Nova introduced its antioxidant-rich açai juice in the North American market in 2005. In 2008, Bossa Nova broadened its product line to include 10 total superfruit flavors: Açai Original, Açai Blueberry, Açai Mango, Acerola Mango, Açai Passionfruit, Açai Raspberry, Acerola Red Peach, Mangosteen Passionfruit, Mangosteen Dragonfruit, and Goji Berry Tart Cherry. Beverages Holdings, LLC, acquired Bossa Nova in 2009, enabling the company to take advantage of its world class supply chain and manufacturing practices. Available in 10-oz. and 32-oz. bottles, Bossa Nova superfruit juice beverages are calorie-conscious and lightly sweetened with agave nectar. For more information, including where to purchase Bossa Nova products, please visit www.bossanovasuperfruits.com. Become a Facebook fan at www.facebook.com/BossaNova.

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