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NEWS RELEASE

NATURE'S AGAVE NOW AVAILABLE AT WILLIAMS-SONOMA

Premium Agave Nectar Brand Reaches Culinary Stardom with New Retail Partner

SAN DIEGO (October 11, 2011) – Nature's Agave Inc., the organic food and beverage company, today announced that its Premium Raw agave nectar variety is now available at Williams-Sonoma, a specialty retailer of high-quality products for the home. Available at all 260 Williams-Sonoma stores nationwide, Nature's Agave Premium Raw agave nectar is USDA-certified organic, and exhibits luxurious caramel, brown sugar and molasses tones.

Nature's Agave will be the first agave nectar brand to debut at Williams-Sonoma and will land on shelves just in time for fall recipes and the holiday cooking season. Made from 100 percent certified organic Weber Blue Agave, Nature's Agave nectars are Kosher-certified, naturally gluten-free and vegan, and very low on the glycemic index. Nature's Agave nectars are produced organically without enzymes, chemicals or additives, and are double lab tested and bottled in California for purity.

"Williams-Sonoma is an ideal retail partner to showcase the unique and desirable culinary attributes of our Raw variety of agave," said Stew Duncan, co-founder of Nature's Agave. "As more recipes call for agave in place of sugar or other sweeteners, both professional and at-home chefs are looking for a brand they can trust to maintain the quality and taste of their dishes. Not only is our agave an excellent, healthier substitute for ordinary sweeteners – it also adds an extra element and depth of flavor that enhances even the most traditional recipes."

Nature's Agave's retail distribution spans a variety of major grocery channels, specialty stores and online retailers in the United States, China, South Korea, the Caribbean, and Australia. Please visit www.naturesagave.com to learn more about the company, locate specific retailers, and discover an assortment of delicious recipes for every season.

About Nature's Agave, Inc.

Founded in 2009, Nature's Agave Inc. is an organic food and beverage company with passion and purpose. Based in Encinitas, Calif., Nature's Agave promotes culinary exploration and healthier nutrition through a variety of distinct and delicious agave-based products, including its retail line of premium agave nectar syrups and as a supplier of agave to food service and food and beverage companies. For more information, visit www.naturesagave.com

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