



Press Contact:

Jenny Gilcrest
Public Relations Director
Phone: 760.415.9310
jenny@naturesagave.com

NEWS RELEASE

**NATURE'S AGAVE MAKES ITS DEBUT
AT HENRY'S FARMERS MARKETS!**

Organic, Premium-grade Agave Nectars Now on the Shelves at 40+ Locations

SAN DIEGO (August 2, 2010) – Nature's Agave Inc., an organic agave-based food and beverage company, today announced that it will roll out its premium agave nectar product line to 40+ Henry's Farmers Markets and Sun Harvest Farmers Markets locations from Southern California to Texas.

Made from 100 percent certified organic Weber Blue Agave, Nature's Agave's premium agave nectars include ***Clear, Amber*** and ***Raw*** varieties, each exhibiting a distinct flavor profile and use. All of Nature's Agave nectars are Kosher-certified, naturally gluten-free, and very low on the Glycemic index. Considered the new standard for luxurious, organic sweetness, these premium nectars are produced organically without enzymes, chemicals or additives, and are double lab tested and bottled in California for purity.

Henry's and Sun Harvest Farmers Markets are committed to enhancing the lives of its customers and employees by offering high quality, value priced, fresh products that support a healthy lifestyle in a fun and educational atmosphere.

"At Henry's, we are passionate about providing the highest-quality products that we would be proud to serve our own families," said Janet Little, Certified Nutritionist at Henry's. "We love that Nature's Agave is a local company that is also committed to that standard – their agave nectars are the finest quality we've ever tried and we're excited to make it available to all of our customers."

Nature's Agave sets itself apart from existing brands due to the company's ability to source the *highest* quality agave plants and produce the *purest* form of premium certified organic agave nectar from the prized Weber Blue Agave plant. While other brands often use lower-cost varieties of the agave plant and lower-grade product to cut production costs, Nature's Agave only sources the Weber Blue Agave for its unique natural inulin profile and richer agave taste. Grown and nourished for 8 – 10 years in the red volcanic soils of Jalisco, Mexico, the Weber Blue Agave is harvested only at the peak of maturity to ensure sweet perfection.

Nature's Agave Makes its Debut at Henry's!

“We have had an incredible response to our products – everyone from consumers and celebrity chefs to experts within the organic food and beverage industry are raving about the unique tastes, quality and color that our agave offers compared to other brands,” said Stew Duncan, founder of Nature's Agave. “As Henry's shoppers ourselves, we are thrilled to see our products available on Henry's shelves – a local company that aligns well with our commitment to offering the highest quality products for a healthy lifestyle.”

In addition to its distribution of products at Henry's, Nature's Agave will also participate in the grocer's 14th Annual Wellness Fair on Saturday, September 25 at The Scottish Rite Center in Mission Valley from 9:00 a.m. – 3:00 p.m. For more information, visit www.henrysmarkets.com

Please visit www.naturesagave.com to learn more about current and future distribution of Nature's Agave products.

About Nature's Agave, Inc.

Founded in 2009, Nature's Agave Inc. is an organic, agave-based food and beverage company with passion and purpose. Based in Encinitas, Calif., Nature's Agave promotes 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 for food and beverage companies.

Nature's Agave nectars are premium, certified organic and made from 100 percent Weber Blue Agave – absolutely the highest quality agave nectar available including raw varieties which retain the agave's natural trace minerals and inulin. All of Nature's Agave nectars are Kosher-certified, naturally gluten-free, and very low on the Glycemic index.

The company believes that people of all ages should be able to enjoy delicious and sweet food and drinks without sugar highs/lows or artificial sweeteners, while promoting a healthy nutritional balance. Nature's Agave is committed to making a positive impact by proactively working to improve the health and vitality of families, communities and the environment through several important causes, including Juvenile Diabetes Research Foundation (JDRF), the Surfrider Foundation, and local charities in Mexico.

For more information, please visit www.naturesagave.com

For distribution and sales inquiries, call 888-60-AGAVE (888-602-4283).

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