



**Madhava Natural Sweeteners  
All About Agave  
NPE West Booth #2586**

There are a lot of choices when it comes to sweeteners. Sorting through the facts can be sticky business (pardon our pun)! But, Madhava, a trusted sweetener company committed to producing all natural sweeteners with the highest respect for the environment, our consumers, and the local economies where we do business, can share the sweet and simple facts.

**Agave is a Healthy Alternative:**

- Madhava pioneered and launched the agave nectar category in the United States in 2002. Agave nectar is a simple plant-based food that requires minimal production in order to bring an all-natural sweetener to your table.
- Agave nectar is a natural sweetener that boasts a low glycemic index making it an excellent choice for those trying to avoid the energy spikes and crashes that often accompany other sweeteners.
- Many sweeteners on the market are designer foods – meaning they are designed in a laboratory with chemical additives and GMOs so they will mimic sugar. Agave is NOT a designer food. It is a simple food – just like honey or maple syrup. Honey comes from flower nectar. Maple syrup comes from maple tree sap. Agave nectar comes from the agave plant.
- Madhava offers 100 percent pure agave nectar from the Blue Agave plant. Our agave is certified USDA Organic. You won't find any additives, pesticides, chemical processing or GMOs in our sweetener. And, because our agave comes from the Blue Agave plant, our taste is outstanding. Blue Agave grows in red volcanic soils, which contributes to its flavor.
- As a natural plant-based food, agave nectar contains no gluten, nuts or dairy. Madhava Agave is also vegan and kosher. These special qualities often come with a high price tag, but because Madhava works directly with producers, you won't find a sweetener on the shelves that offers a better value.

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### **Sweeter than Sugar:**

- Agave nectar is 1.4 times sweeter than sugar, so you can use less, making it a great option for those trying to cut calories. On average, you can substitute two-thirds cup of agave nectar for one cup of sugar.

### **Agave is Environmentally Friendly:**

- The agave plant is truly remarkable! It grows in the harshest environments with little water and minimal upkeep. It is naturally grown in Mexico and requires no pesticides or fertilizers.
- The agave plant is grown for 6-8 years, then before turning to seed, it is harvested by hand. Jimadores (or agave harvesters) go into the fields and remove the “Pina” or heart of the agave plant by cutting the long spiny “leaves” with a sharp blade. The trimmings are left to compost and enrich the soil for the new saplings. And, the wonderful sustainable cycle continues.

### **About Madhava Natural Sweeteners**

Based in the foothills of Boulder, Colorado, Madhava Natural Sweeteners is a trusted 37 year-old natural sweetener company offering the very best 100% Pure Rocky Mountain Honey and the nation’s leading organic Agave Nectar. Madhava’s mission is to provide natural, healthy alternatives to highly processed, refined sugars and artificial sweeteners. For more information visit [www.madhasagave.com](http://www.madhasagave.com)

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**Introducing Our Professional Management Team  
NPE West Expo Booth #2586**

Madhava Natural Sweeteners is a business that started as a humble five-acre farm with a few beehives in the early 1970's and has grown exponentially to become a multi-million business growing double digits in recent years. But success hasn't hampered Madhava's commitment and enthusiasm to do the right thing for people and the planet. They continue to support their core values of providing natural and healthy alternatives to highly processed, refined sugars and artificial sweeteners. They do this while producing the highest quality products that promote and respect the health of the earth and their customers. Madhava supports community and sustainable development of local economies and is committed to providing a fair guaranteed price for suppliers.

Interested in growing the business with care and a conscience, Madhava found an ideal investor in Greenmont Capital Partners. In July 2010, Greenmont Capital Partners, a venture capital firm founded by Natural Products industry leaders, invested in Madhava in an effort to help the fast-growing company extend its offering into new alternative sweeteners while continuing to grow distribution to service increased consumer demand.

What this investment means for shoppers is that Madhava will continue to offer the highest quality delicious all-natural sweeteners, and the company is rolling out new products – like their new Raw Agave Nectar.

What this investment means for distributors and retailers is that Madhava has added several world-class leaders to the professional management team, and the company will now have the resources to support their products with increased merchandising, advertising, public relations and sales support.

We are proud to introduce the professional management team:

**HASS HASSAN** - Chairman of the Board, Madhava Natural Sweeteners/Managing Director, Greenmont Capital Partners

Hass Hassan is a natural foods industry pioneer and entrepreneur. He is a Managing Director of Greenmont Capital Partners. He serves on numerous Boards of Directors including: Whole Foods Market, Nude Skincare, Pangea Organics and Justin's Nut Butter. His experience in the natural products industry encompasses both the U.S. and European markets. Hass was a Co-Founder, President and CEO of Alfalfa's Market, President of Wild Oats Marketplace, and, subsequently, the founder and Executive Chairman of Fresh & Wild, the U.K.'s leading retailer of organic foods, which sold to Whole Foods Market. During his career, he has received numerous awards and industry recognition, including the Natural Foods Industry Pioneer, Chain Store Retail Executive of the Year, Boulder Entrepreneur of the Year and Ernst & Young's National Entrepreneur of the Year awards. He was educated at Kings College in London and attended the Ealing School of Art where he studied photography.

**VICTORIA HARTMAN** – Executive Vice President , Madhava Natural Sweeteners

Victoria joins Madhava with an impressive record of growing successful natural products companies. A 25+ year veteran of the natural and organic foods industry, Victoria has held sales and marketing leadership roles with Celestial Seasonings, Horizon Organic Dairy, Rudi's Organic Baker and Charter Baking Company. In 1995, Victoria joined Horizon Organic Dairy as part of the initial team that launched the company. During her tenure, Victoria successfully developed and executed sales plans, which contributed to the company's growth of \$107 million in six years. In 2001, she joined Rudi's Organic Bakery as VP of sales where she managed revenue growth from \$5.7 million to \$20 million and led the company to become the #1 selling brand of bread and baked goods sold in natural food stores. In 2005, Rudi's Organic Bakery, Vermont Bread and Adams Baking Company combined operations to become Charter Baking, Inc. and Victoria assumed the position of VP of sales and marketing for the new venture. There she led North America's leading organic natural baking companies with sales in excess of \$65 million.

**MARK DELBRIDGE** – Vice President of Sales, Madhava Natural Sweeteners

Mark Delbridge joins Madhava as Vice President of Sales with over 25 years of experience in the grocery and natural foods industry. Mark started his career in the retail grocery business, where he worked as a department manager for 8 years at an emerging retailer in the Midwest. In 1995, Mark founded Appleseed Sales and Marketing, which grew to be one of the leading natural foods brokers in the Midwest, and was eventually sold to become the Midwest division of *NS Sales (a division of Acosta)*. Mark has also worked as Director of Operations at Heartland Mill, a farmer-owned organic flour & grain company; Vice President of Sales – Natural for Zola Brazilian Superfruits, and as Central Regional Sales Manager, National Sales Manager, and Vice President of Sales, at Rudi's Organic Bakery.

**BRANDI CURTIS** – Controller, Madhava Natural Sweeteners

Brandi comes to Madhava with more than ten years of experience leading financial services, accounting and reporting for both fast-growth companies and city municipalities. Brandi most recently served as Controller for Eco-Products in Boulder, Colorado where she improved policies and procedures. Previously, Brandi held the position of Controller at Jibbitz, a subsidiary of Croc's, Inc. where she enhanced operations by serving on a team that designed and implemented automated credit card payments for whole sale orders. She also drove processes to ensure the company was SOX compliant. A Colorado licensed CPA, Brandi graduated from University of Northern Colorado.

**LANCE SOKOL** – Director of Operations, Madhava Natural Sweeteners

Lance brings over 12 years in Operations Experience to Madhava. Prior to joining Madhava, Lance had been in both national and abroad manufacturing, purchasing, logistics, and several sustainable businesses in the U.S. His organizational knowledge lies in Lean Manufacturing, Strategic Planning, Production Management, Life Cycle Analysis, Material Acquisition, and Inventory Management. Lance received an MBA in Sustainable Business from Bainbridge Graduate Institute, and completed his undergraduate studies in Operations Management from the University of Colorado, Boulder.

Visit [www.madhavasagave.com](http://www.madhavasagave.com)

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**Madhava Natural Sweeteners  
Company Background  
NPE West Booth 2586**

Madhava is a trusted 37 year-old natural sweetener company offering the very best 100 percent pure Rocky Mountain honey and a nation's leading agave brand.

Founded in 1973 as a honey producer, Madhava co-founder Bart Utley sold honey out of the back of his van in Boulder Canyon. In 1975, he handed the business, which consisted of a humble five-acre farm with two beehives, five goats and alfalfa field, to his friend Craig Gerbore. At the time, Craig knew very little about goats and even less about honey, but he had just completed his degree from the University of Colorado Business School and was up for the task of growing a business. Over the last three decades, Craig has become one of the nation's leading experts on honey and natural sweeteners. And, Madhava has become a recognized innovator in the sweetener category, dedicated to providing healthy alternatives to highly processed, refined sugars and artificial sweeteners.

With deep roots in the Rocky Mountain region, Madhava Natural Sweeteners has been producing delicious award winning honey for over 30 years. Regional beekeepers on small family farms enable them to offer a selection of honeys with consistently high quality and distinctive flavor. Colorado's unique environment provides a mix of areas where honey bees thrive. These include vast farm lands, high country mountains, and dessert terrain. The flowers in these areas yield fine deliciously flavored honeys with unique color and taste. With the altitude, pastoral landscapes and glorious sunshine, the Rockies have an ideal and varied ecosystem that bursts with color and attracts and excites bees.

The company has grown exponentially over the past 35+ years. Eight years ago, Madhava employed nine people, and today, there are more than 50 employees. The company has more than doubled their sales from two years ago, and Madhava sells their sweet liquids in more than 8,000 retail locations across the United States.

In 2002, Madhava pioneered and launched the agave category in the United States. Continuing their commitment to the natural products industry, Madhava Agave Nectar is a natural sweetener that can replace processed sugar and artificial sweeteners for people looking for an all-natural sugar replacement. With its dietary

advantages and affordable price, Madhava Agave Nectar has risen quickly to become a leading agave brand in retail channels. Madhava's first agave retailer was King Soopers in Colorado.

### **Company Commitment and Founding Principals**

Madhava Natural Sweeteners is dedicated to providing natural and healthy alternatives to highly processed, refined sugars and artificial sweeteners. The company strives to offer consumers the highest quality products available, and all of Madhava's products are produced with the highest respect to the environment and the consumer. Madhava supports community and sustainable development of local economies and is committed to providing a fair guaranteed price for our suppliers.

Please visit [www.madhasagave.com](http://www.madhasagave.com) and [www.madhawahoney.com](http://www.madhawahoney.com)

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**NATURAL SWEETENERS**

**Madhava Natural Sweeteners**

**Honey Fact Sheet**

**NPE West Expo Booth 2586**

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For nearly four decades, Madhava has sourced honey from small family beekeeping farms in the Rocky Mountain Region. Working with family-owned regional beekeepers enables them to offer a selection of honeys with consistently high quality and distinctive flavor.

Madhava's honey tastes superior, because they protect the natural qualities with carefully controlled low temperature melting and simple straining. It allows their honey to retain its full flavor as well as its pollens and full nutritional value. And, they are extremely proud to offer world-class honey for an everyday affordable price.

Madhava offers the Mountain Gold and Ambrosia Honey Collections. The Mountain Gold collection includes Clover, Alfalfa and Wildflower honeys. The Ambrosia collection features an extraordinary honey with a rich floral aroma, and mild but distinctive flavor, only a small amount of which can be produced each year.

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## **Madhava Honey Products Details**

### ***Mountain Gold Collection:***

Madhava's Mountain Gold Honey Collection is award winning making it the sweet and simple choice. Gently strained and prepared with low temperature melting, these three high quality varieties offer distinctive flavors.

- Clover Honey: This is a smooth, mild and sweet traditional honey
- Wildflower Honey: This darker honey has a hearty flavor and comes from an area where the wildflowers can vary based upon altitude. Wildflower Honey is fun for honey enthusiasts who are curious to see what each floral season might bring.
- Alfalfa Honey: This amber colored honey is light and delicate with a floral finish. While not as sweet as some honey, it is great in baked goods and tea.

### ***Ambrosia Collection:***

**Ambrosia Honey** – Sourced from the Rocky Mountain Region, our Ambrosia honey is lighter in body and carries fruit notes.

### ***Other Sweet Treats:***

**Honey Spreads** – Madhava offers two varieties of whipped honey that are ideal for spreading on breads, muffins or bagels. Pure honey is simply whipped to a light perfection. Our Cinnamon Honey spread is our 100 percent pure honey whipped with all natural cinnamon.

**Honey Sticks** – Madhava offers several flavors that are enjoyed by anyone looking for a sweet treat or a quick energy boost. Honey sticks are 5.5 grams and a great way to flavor any beverage. Flavors include: clover, orange, cinnamon, cherry, grape, peppermint, lemon, strawberry, and raspberry. Each honey stick is flavored with all natural flavors. Honey Sticks are available in packages of 8 sticks.

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## **NATURAL SWEETENERS**

**Madhava Natural Sweeteners**

**Agave Fact Sheet**

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Madhava Natural Sweeteners pioneered and launched the agave nectar category in the United States making it nationally available in 2002. Madhava Agave Nectar is a natural sweetener that can easily replace highly processed, refined sugars and artificial sweeteners.

Agave nectar has dietary advantages over other sweeteners. Madhava Agave Nectar is certified USDA organic and a plant-based, simple food. And, they proudly emphasize simple! There are no additives, other ingredients, chemicals or GMOs in Madhava's agave nectar. Madhava Agave is 100 percent pure agave nectar. It is also vegan, kosher and gluten-free – qualities that typically come with a high price tag. But, because Madhava works directly with producers, you won't find a sweetener on the shelves that offers all of these qualities at a better value.

Madhava Agave Nectar is perfect for individuals seeking an all-natural sugar replacement in their diet. Because it's 1.4 times sweeter than sugar, people can use less – in fact a two-thirds cup of Madhava Agave Nectar can replace an entire cup of sugar. This makes it ideal for those who are cutting calories, and because of agave's low glycemic index, consumers avoid energy spikes and crashes associated with other sweeteners.

Madhava Agave Nectar is 100 percent pure agave syrup made exclusively from the Blue Agave plant. Blue Agave is grown in the high altitude desert climate of Mexico's Sierra Madre region. The agave plant is grown for 6-8 years, then before turning to seed, it is harvested by hand. Jimadores (or agave harvesters) go into the fields and remove the "Pina" or heart of the agave plant by cutting the long spiny "leaves" with a sharp blade. The juice then undergoes a process known as hydrolysis, resulting in the sweet syrup. The trimmings of the plant are left to compost and enrich the soil for the new saplings. And, the wonderful sustainable cycle continues.

Madhava, a Charter Member of the International Organic Agave Alliance, supports sustainable development of local economies and is committed to providing a fair, guaranteed price to suppliers.

Agave is extremely easy to use. It doesn't crystallize. It isn't messy. It works well on a variety of foods and dissolves quickly and easily in warm or cold liquids. And, it is shelf stable and will last for years. Because it has a neutral flavor, agave is easy to substitute for other sweeteners, which makes it a versatile choice for any sweetening need.

Thanks to its neutral flavor and health benefits, in addition to health advocates like Dr. Oz promoting the benefits of agave on *Oprah*, Madhava agave has risen quickly to become a leading brand. It is sold in more than 8,000 retail locations across the United States.

### **Madhava Agave Products**

**Madhava Light Agave** – is mild and pleasant, it adds sweetness without flavor making it ideal for hot and cold beverages, baking and desserts. A perfect substitute for sugar.

**Madhava Amber Agave** – has a subtle maple-like flavor making it a delicious addition to baked goods, barbecue sauce, roasted meats and many other dishes. A great substitute for brown sugar, maple sugar or molasses.

**Madhava Raw Agave** – is an all-purpose sweetener. It can be used for cooking, baking and general everyday use. Mildly filtered and produced at temperatures below 118° F, this agave is the perfect sweetener for natural and raw food enthusiasts.

**Madhava Flavored Agaves** – Madhava has infused natural flavors into their Light Agave to create special sweeteners for inquiring palettes. Flavors include: maple, blueberry, raspberry, hazelnut, vanilla, irish creme, and amaretto. Made with all natural flavors, Madhava Flavored Agave can flavor and sweeten simultaneously.

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