



**Madhava Natural Sweeteners Launches Raw Agave
NPE West Booth #2586**

Boulder, CO, March 11, 2011 – Madhava Natural Sweeteners, the company that pioneered agave nectar in the United States announces the launch of Madhava Raw Agave at Natural Products Expo West.

“The raw food movement is having an influence on all kinds of products today,” explains Victoria Hartman, Executive Vice President for Madhava Natural Sweeteners. “People are increasingly interested in understanding how their foods go from the field to their tables. Raw foods must adhere to certain guidelines which provides information and comfort to consumers who want to know more about how foods are created.”

Mildly filtered and produced at temperatures below 118°F to meet raw manufacturing standards, Madhava’s Raw Agave Nectar is the perfect sweetener for everyone including natural and raw food enthusiasts.

Agave nectar has dietary advantages over other sweeteners. Madhava Agave Nectar is certified USDA organic and a plant-based, simple food. Madhava Agave is 100 percent pure agave nectar and does not contain any additives, preservatives or GMOs. It is also vegan, kosher and gluten-free – qualities that typically come with a high price tag. But, because Madhava works directly with producers, their agave is offered at a value price.

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.

All Madhava Agave Nectars are 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. Working directly with suppliers means the ability to provide premium agave nectar at the absolute best value for consumers.

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 of agave. It is sold in more than 8,000 retail locations across the United States.

Madhava Agave Products

Madhava Raw Agave is currently being rolled out in natural food and grocery stores nationwide and will be formally introduced to the natural food industry at the Natural Products Expo West in Anaheim, California in March.

About Madhava

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.madhavasagave.com

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