

Press contact:
Carri Bugbee
503-297-4043
cbugbee@bigdealpr.com

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Agavella™ Crystals, the world's first organic, vegan, granulated agave sweetener debuts today at the Natural Products Expo

Los Angeles, CA; March 8, 2013—[Agavella](#) debuts the world's first granulated agave sweetener (patent pending) today at the **Natural Products Expo West (booth 6904)** in Anaheim, California. Called **Agavella Crystals**, the product will be available to retailers and wholesalers this spring, along with three new liquid sweeteners called **Agavella Nectar in Light, Amber and Raw**.

[Agavella Crystals](#) are made with 100% blue agave nectar and all Agavella products are organic, vegan, gluten-free and kosher. The agave is harvested from plants that have not been genetically modified (non-GMO) in the Jalisco region of Mexico by farmers who follow sustainable practices. Agavella is processed in a certified organic facility.



Agavella Crystals represent a break-through in all-natural sugar alternatives because they can be used in place of granulated sugar with little adjustment to recipes. Until now, Agave has only been available in liquid form, limiting its usage. Agave Crystals can be used as a substitute for any granulated sugar with the added advantage that it is approximately one and a half times sweeter than white sugar.

All Agavella products were designed to be attractive on the table—consumers can use Agavella Crystals in their sugar bowls and restaurants can offer it in single-serve packets. [Packaging](#) for Agavella Nectar is sleek and modern, yet highly functional. It can be stored

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upside down or right-side up, featuring an anti-spill, one-way valve that makes it easy to dispense and measure.



Agavella Crystals are caramel colored with a smooth, mild flavor and a toasted, maple aroma. They can be used for anything that would normally require sugar. Agavella Light Nectar has a neutral flavor and is ideal for coffee, tea, cocktails and smoothies. Agavella Amber Nectar has a hint of vanilla and maple, making it perfect for pancakes and meat marinades or BBQ sauces. Agavella Raw Nectar

is unfiltered and has a higher concentration of agave plant minerals, giving it a rich, earthy taste and a strong caramel note.

All [Agavella Nectar](#) products come in 250 mL and 500 mL bottles. Agavella Crystals come in sachets (single-serve packets), two-ounce packets and bags of 1.5 to 50 pounds. Agavella corporate headquarters are in Century City, California. The company owns and operates processing facilities in Mexico. More information is available at [Agavella.com](#), [Twitter.comAgavellaAgave](#) and [Facebook.com/AgavellaAgave](#).

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