



Contact: Pauline McKee, Vice President of Marketing 281-490-9579 or [Pauline@OrganicSugars.biz](mailto:Pauline@OrganicSugars.biz)  
Karen Stevenson, Consumer Marketing Manager 773-904-7915 or [Karen@OrganicSugars.biz](mailto:Karen@OrganicSugars.biz)  
Vanessa Barrington, Straus Communications 415-505-0116 or [Vanessa@strauscom.com](mailto:Vanessa@strauscom.com)  
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For IMMEDIATE RELEASE

***What's your FLAVOR?***

**Wholesome Sweeteners  
Introduces  
Cinnamon, Maple, Strawberry and Vanilla  
FLAVORED BLUE AGAVES**



*"These are amazing ... From pancakes, to coffees and iced beverages, I can think of a million uses and tons of recipe ideas for each new flavor!"*

--Karen Stevenson, Wholesome's taste-test team

The innovators at Wholesome Sweeteners have introduced amazing NEW **Cinnamon, Maple, Strawberry and Vanilla Flavored Organic Blue Agave Syrups**. Made from the renowned Blue Agave, Wholesome's Organic Blue Agaves are low glycemic, 25% sweeter than sugar and now with incomparable pop-in-your-mouth flavors!

The new flavors are available on [Amazon.com](http://www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Dgrocery&field-keywords=Wholesome+sweeteners+flavored+agave+syrups&x=0&y=0) ([http://www.amazon.com/s/ref=nb\\_sb\\_noss?url=search-alias%3Dgrocery&field-keywords=Wholesome+sweeteners+flavored+agave+syrups&x=0&y=0](http://www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Dgrocery&field-keywords=Wholesome+sweeteners+flavored+agave+syrups&x=0&y=0)) and grocery stores around the country.

**Organic Cinnamon Flavored Blue Agave Syrup**

Cinnamon's spicy warmth, with a sweet, mild fragrance blended perfectly with Organic Raw Blue Agave. Try it in coffee, hot chocolate, on waffles, toast or in gingerbread.

### **Organic Maple Flavored Blue Agave Syrup**

Warm maple tones and comforting aroma blended perfectly with our sweet Raw Blue Agave. Perfect on pancakes, wonderful on ice cream, oatmeal, in glazes and marinades, or in your own homemade granola.

### **Organic Strawberry Flavored Blue Agave Syrup**

Tease your taste buds with this sweet, strawberry-flavored Raw Blue Agave. Perfect as a topping for cheesecake, in herbal tea or strawberry lemonade, and in home made salad dressings.

### **Organic Vanilla Flavored Blue Agave Syrup**

A lush vanilla-bean flavor blended perfectly with our sweet Blue Agave. Excellent in beverages like almond and rice milk, in mixed drinks, in baking, and as a rich dessert topping.

As always, Wholesome's Blue Agave products are organic, GMO-Free, gluten-free, and kosher. No HFCS or synthetic chemicals.



### ***Also from Wholesome Sweeteners***

New reformulated **Light Organic Corn Syrup** also now available in a recyclable, unbreakable bottle. It's the *organic* alternative to conventional corn syrups. Each bottle contains one full cup. With just a hint of organic vanilla, it's perfect in pies, baked goods and candies. Delicious poured over pancakes, waffles or ice cream. (GMO-Free, gluten-free, and kosher. No HFCS or synthetic chemicals.)

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### ***About Wholesome Sweeteners***

Wholesome Sweeteners is the nation's leader in Fair Trade Certified, USDA Organic and sustainably produced sugars, syrups, nectars and honeys, all made from nature's best resources.

Based in Sugar Land, Texas, Wholesome Sweeteners is a young company with generations of experience and expertise behind it. In addition to bringing the best organic, sustainable and unrefined sweeteners to the North American market, Wholesome pioneered the certification process for Fair Trade Certified sugar and honey. Since pioneering Fair Trade, Wholesome has paid more than \$2.2 million to farming and beekeeping cooperatives in the developing world. Fair Trade means that farmers can buy land, send their kids to school, and build thriving communities.

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