



## Press Release

FOR IMMEDIATE RELEASE

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## Foods Alive Launches Organic Dominican Cacao Powder

*An energizing antioxidant-rich superfood made from cacao beans*

Waterloo, Indiana (June 16, 2008) – The leading crafters of life-giving, mineral-rich, organic foods have added yet another certified organic superfood to its lineup. Foods Alive organic **Dominican Cacao Powder** is made from cacao beans, grown in nutrient dense soil on the island of the Dominican Republic. Cacao has been used for centuries to enhance physical and mental well-being and was highly cherished by the Aztecs and Mayans—so much so, that it was also used in religious ceremonies and even as a currency. Now, **Foods Alive** offers this wonderful superfood in powder form.

Raw cacao contains many chemicals that enhance physical and mental well-being, including alkaloids, proteins, magnesium, beta-carotene, leucine, linoleic acid, lipase, lysine, and some neurotransmitters such as dopamine and anandamide which is the so-called "bliss" chemical associated with the feeling of being in love. Unlike other cacao beans that are processed at temperatures of up to 300°F and can compromise the integrity of the cacao bean's nutrients, Dominican Cacao Powder is processed between 104°-120° which better preserves the nutrients and antioxidants.

Foods Alive suggests that customers add organic Dominican Cacao Powder to their favorite smoothies, teas, coffee mixes, protein drinks, desserts or anything else they can think of. Just one or two spoonfuls can transform any recipe into a healthy chocolate treat.

Foods Alive Dominican Cacao Powder comes from 100% pure cacao beans that are certified organic, raw, gluten free, vegan and kosher and are packaged in an 8-ounce re-sealable stand-up bag with a suggested retail price of \$10.99. Dominican Cacao Powder is the newest addition to the popular Raw Super Foods line at Foods Alive, which also includes Maca Powder, Hulled Hemp Seeds, Goji Berries, Jungle Peanuts and more. Foods Alive products are available at Whole Foods Markets, hundreds of other stores across the United States, and many leading web retailers including Amazon.com and Puritan's Pride.

### **About Foods Alive - Food to Nourish Your Body, Mind & Soul**

Since 2002, Foods Alive has been providing mineral rich and nutrient dense, organic, raw foods, making it easy for people to gain the essential nutrition needed to not just sustain, but to thrive throughout the day. Everything created at Foods Alive is of the deepest integrity, from our family to yours. For more info, please visit

[www.foodsalive.com](http://www.foodsalive.com)

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