



Press Release

FOR IMMEDIATE RELEASE

Contact: Matt Alvord

260-488-4497

info@foodsalive.com



Foods Alive Launches Organic Coconut Sugar Crystals

A sustainable, healthy, low glycemic alternative to common sweeteners

Waterloo, Indiana (January 22, 2013) – The leading crafters of life-giving, mineral-rich, organic foods have added yet another certified organic superfood to its lineup. Foods Alive organic **Coconut Sugar** is made from the blossoms of coconut palm trees, from Big Tree Farms in Indonesia. Coconut sugar has been a long celebrated tradition in food and medicine for thousands of years, throughout Southern and Southeastern Asia. Now, **Foods Alive** offers this low glycemic alternative to other common sweeteners.

Foods Alive Coconut Sugar is made by evaporating the coconut sap, which is hand-harvested by traditional sugar farmers. These farmers climb high into the canopy of coconut palms to gently slice the blossoms from their stems and collect the sweet nectar. The nectar that is collected is then kettle-boiled into a thick caramel syrup, which is then dehydrated and ground into crystals.

Coconut sugar is a sustainable, healthy, low glycemic alternative to other common sweeteners such as agave, turbinado, evaporated cane juice or refined white sugar. Since coconut sugar dissolves easily, Foods Alive suggests that customers add it to their favorite smoothie, chocolate, coffee, tea, yogurt, cake, desserts, and more.

Foods Alive Coconut Sugar is certified organic, gluten free, vegan and kosher and is packaged in a 14-ounce resealable stand-up bag with a suggested retail price of \$7.99. Coconut Sugar 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

####