



Press Release

FOR IMMEDIATE RELEASE

Contact: Matt Alvord

260-488-4497

info@foodsalive.com



Foods Alive Launches Organic Maca Powder

Enhances ability to deal with stress and boosts energy, endurance & performance

Waterloo, Indiana (July 15, 2008) – The leading crafters of life-giving, mineral-rich, organic foods have added yet another certified organic superfood to its lineup. Foods Alive organic **Maca Powder** comes from the Maca plant (*Lepidium meyenii*), which is a mat-like perennial that grows between 13,000 and 14,500 feet above sea level in the high Andean plateaus of Peru. Its tuberous roots resemble those of its relative— the radish. To Andean Incas, maca is considered a delicacy because when boiled in water, it makes a drink that tastes sweeter than cocoa. Now, **Foods Alive** offers this wonderful superfood in powder form.

This delightfully fragrant powder is rich in calcium, magnesium, phosphorous and iron, and contains trace minerals, including zinc, iodine, copper, selenium, bismuth, manganese and silica, as well as B vitamins. It also contains four alkaloids proven in scientific investigation to nourish the endocrine glands, including the reproductive system of men and women. Although unrelated to ginseng, maca is often referred to as Peruvian ginseng because of its similar health-related properties. Traditionally, native medicine practitioners and herbalists have recommended maca for stimulating and regulating the endocrine system, stimulating fertility in both men and women, supporting the immune system, increasing energy, stamina and endurance, reducing chronic fatigue, enhancing libido, treating impotence, revitalizing seniors— mentally and physically and treating menopausal symptoms.

Foods Alive suggests that customers add organic Maca Powder to their favorite smoothies, teas, coffee mixes, protein drinks, desserts or anything else they can think of.

Foods Alive Maca Powder is certified organic, raw, gluten free, vegan and kosher and is packaged in an 8-ounce re-sealable stand-up bag with a suggested retail price of \$10.99. Maca Powder is the newest addition to the popular Raw Super Foods line at Foods Alive, which also includes Cacao 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

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