



For Immediate Release  
Heather Willison, [heather@snap-pr.com](mailto:heather@snap-pr.com), 303.517.2272

---

## **Borojo Beverages Presents New Branding at Natural Products Expo West in Anaheim, Calif., March 12-14, 2010**

*Functional beverage company introduces fresh look to Expo West buyers and retailers at booth #2633*

ANAHEIM, Calif. (Mar. 9, 2010) —Borojo Beverages, LLC – the company that pioneered the use of the borojo superfruit in its line of organic functional beverages, Borojo™ – will introduce its innovative new branding at Natural Products Expo West in Anaheim, Calif., Mar. 12-14, 2010, at booth #2633.

“After originally introducing Borojo™ at last year’s Expo West, we listened to customer and industry professional feedback and have now relaunched the Borojo™ brand as an organic active lifestyle beverage that offers all-natural, hydrating energy to support the mind, body and complete wellbeing,” said Gregg Hollander, Borojo Beverages’ founder and CEO. “Although the look and feel of the product has changed, we still use the same, unique and delicious Borojo™ formula, powered by the borojo superfruit and blended with organic green tea and organic yerba mate to create a rejuvenating and sustaining beverage. We believe our new branding will more clearly communicate the attributes and benefits of the borojo superfruit, and will help to differentiate Borojo™ among other functional beverages.”

The exotic superfruit borojo is known for its high concentration of vitamins, minerals, polyphenols and essential amino acids. Available in Strawberry Kiwi Watermelon, Pink Guava Passionfruit, and Blueberry Acai Pomegranate flavors, Borojo™ has a clean, crisp, deeply refreshing flavor that provides healthy, 100% natural hydrating energy.

Borojo™ invites you to preview the new branding, taste its unique product, and meet founder and CEO, Gregg Hollander, at Natural Products Expo West, Anaheim Convention Center, Anaheim, Calif., booth #2633.

For more information, product photos or an advance interview with Gregg Hollander, please contact Heather Willison: [heather@snap-pr.com](mailto:heather@snap-pr.com) or 303.517.2272.

### *About Borojo™:*

Founded in 2008 by husband and father of two Gregg Hollander, Borojo Beverages, LLC produces a line of organic functional beverages made with the deliciously exotic rainforest superfruit, borojo, naturally high in vitamins, minerals, and essential amino acids. Available in Strawberry Kiwi Watermelon, Pink Guava Passionfruit, and Blueberry Acai Pomegranate flavors, Borojo™ has a clean, crisp, deeply refreshing flavor. Borojo™ is sold in individual 16.9-ounce bottles in select grocery and natural food stores throughout the U.S. The company is based in Boca Raton, Florida. For more information, visit [www.Borojo.com](http://www.Borojo.com).

###