



For Immediate Release

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## **Borojo Beverages Makes Natural Products Expo East Debut Sept. 24-26**

*Borojo to introduce line of organic energy drinks at booth #2029 in Boston*

BOCA RATON, Fla. (Sep. 21, 2009) —Borojo Beverages, LLC, producer of Borojo Organic Energy Drink, will introduce its line of beverages at Natural Products Expo East in Boston, Sep. 24-26, at booth #2029.

“Our line of organic energy drinks fills a unique niche for those seeking an organic and uplifting drink that supports both the mind and body, and we are excited to introduce it to the Expo East community,” said Gregg Hollander, Borojo Beverages’ founder and CEO. “Borojo has long been treasured by the indigenous peoples of South America for its energy-giving properties and nourishing vitamins, minerals and essential amino acids. We have blended the extract of this superfruit with organic green tea and organic yerba to create a rejuvenating and sustaining beverage. We are hopeful that our unique line of organic energy drinks will be well received by Expo East show attendees and industry veterans alike.”

Borojo Organic Energy Drink is naturally high in vitamins, minerals, and essential amino acids, made with the deliciously exotic rainforest superfruit, borojo. 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 energy.

Borojo recently took home a 2009 Beverage Innovation Award at Drinktec 2009 in the category of Best Labeling or Decorative Finish. Winners were selected from 340 entries from 40 countries in 24 categories, celebrating excellence and innovation in the international non-alcoholic drinks industry.

### *About Borojo:*

Founded in 2008 by husband and father of two Gregg Hollander, Borojo Beverages, LLC, produces a line of organic energy drinks naturally high in vitamins, minerals, and essential amino acids, made with the deliciously exotic rainforest superfruit, borojo. 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).

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