

For Immediate Release



**PALAPA AZUL TO LAUNCH SNACK SIZED FROZEN FRUIT BARS SWEETENED WITH ORGANIC AGAVE AT FANCY FOOD SHOW**

*Continuing with a tradition of quality and health consciousness, Palapa Azul introduces a new line of premium, all-natural frozen fruit bars sweetened with organic agave nectar.*



**San Francisco (January 20, 2013)** – With the success of the frozen fruit bars and the rise in popularity of high-quality healthy novelties, Palapa Azul has announced that they will launch a new line of premium fruit bars sweetened with organic agave nectar to complement the core line of fruit bars. Agave is sweeter than honey, has a low glycemic index compared to other sweeteners and does not cause a sharp rise in blood sugar when consumed. The new 1.75 fl oz 6-pack fruit bars will retail around \$5.75.

“We wanted to provide our loyal consumer base, as well as new customers, an exciting and delicious snack size bar that is sweetened with organic agave nectar, a natural sugar alternative, addressing the needs of health conscious customers. Our new fruit bars are loaded with more fruit and contain less calories than probably any other fruit bars on the market.” says Roni Goldberg, CEO of Palapa Azul .

The line of fruit bars sweetened with organic agave will be launched at the Fancy Food Show in January 2013 and will consist of 4 flavors with as little as 25 calories per bar. The flavors include watermelon, coconut, strawberry, and mango. As with all Palapa Azul products, the bars are made with fresh fruit and all-natural ingredients.

**ABOUT PALAPA AZUL**

Palapa Azul entered the market 10 years ago with the mission of bringing the rich and natural fruit flavors found in Mexican ‘*paleterias*’ or ice cream parlors to America. The company is focused on becoming the leader in the U.S. for unique and premium fruit-based frozen novelties. All products are made in the U.S. For more information, please visit [www.palapaazul.com](http://www.palapaazul.com) or [roni@palapaazul.com](mailto:roni@palapaazul.com) or call 213-670-0099 x102.