

FOR IMMEDIATE RELEASE

"Tahitian Gold Vanilla Sugar Wins SOFI Award and Debuts Organic Coconut Oil"

Torrance, CA: Tahitian Gold (Booth 1774), the innovators who created 100% Natural & Organic Gourmet Whole Ground Vanilla Beans are savoring sweet success: their Organic Vanilla Sugar won Silver Finalist in the 2012 SOFI Awards for Outstanding Cooking Sauce or Flavor Enhancer. New for 2013 their Organic Vanilla Sugar is now available in Stick Pack Form for coffee houses, bistros and restaurants. This must-taste sweet sensation features premium ground Tahiti and Papua New Guinea vanilla beans blended into pure organic cane sugar.

Retailers will definitely want to stop by Tahitian Gold at Booth 1774. For nearly 20 years Tahitian Gold has been the leader in premium Vanilla innovations for foodservice, and now their most popular vanilla products are also available in retail sizes. They're sure to be as in demand with home chefs as they are with professional ones!

Tahitian Gold Company is a "best kept secret" among vanilla purists. Chefs love their taste, consistency and convenience (no scraping of beans required). Tahitian Gold vanilla has been featured in what may be the world's most expensive cupcake—\$ 1200 each— at Sweet Surrender in Vegas's Palazzo Hotel Resort Casino.

Coconut oil with its many health benefits continues to make headlines, and for 2013 Tahitian Gold is also proud to introduce their own line of pure organic coconut oil sustainably sourced from the world's most pristine groves.

Tahitian Gold Company supports sustainable agriculture and imports vanilla beans from Tahiti, Madagascar, Tonga, Papua New Guinea, India and Uganda. They sell whole beans and manufacture pure vanilla extracts, ground vanilla beans, vanilla bean pastes, Tahitian Vanilla Sugar, Vanilla Fleur de Sel and other products. They service retail, wholesale and bulk/foodservice markets, with a range of organic and kosher products available.

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