



## **SPAVA Coffee Debuts on Shelves at Largest Whole Foods Store in Western U.S.**

HOUSTON, Sep 07, 2007 (BUSINESS WIRE) --

SPAVA fortified coffee hit the hallowed shelves of Whole Foods Market for the first time this month, making its debut in Cupertino, Calif., the organic food supermarket's largest location in the western U.S.

A pioneer in the growing fortified coffee movement, SPAVA uses patent-pending technology to imbue fair-trade Arabica coffee beans with natural healthy supplements such as ginkgo biloba and Echinacea. The innovative coffee line aims to improve physical and mental health, and its five varieties use the world's highest quality coffee beans to deliver benefits for joint health, memory, immunity, metabolism and stress relief.

Popular with consumers right out of the gate, SPAVA sold out of two varieties in its first weekend at Whole Foods.

"SPAVA Coffee is leading the fortified coffee movement, and changing the way health-conscious consumers see their morning routines. We are thrilled that Whole Foods has embraced the sweeping fortified coffee trend and that the store is helping its shoppers make better daily health choices by offering our line," said Michael Sweeney, president and CEO of Voyava Republic, which produces SPAVA.

The Cupertino, Calif. store carries SPAVA's five organically-grown wellness varieties:

-- "Clarity" - Fortified with Ginkgo Biloba, White Tea and other natural ingredients to increase alertness and short-term memory.

-- "Flexibility" - Fortified with Chondroitin Sulfate and other natural ingredients to improve overall joint health.

-- "Immunity" - Fortified with Rosehips, Echinacea and other natural ingredients to strengthen the immune system and promote better overall wellness.

-- "Metabolism" - Fortified with Green Tea Extract and other natural ingredients to promote natural weight loss.

-- "Calm" - Fortified with Passionflower and B Vitamins to reduce stress and promote overall total body wellness (Swiss Water decaffeinated).

Spava retails for \$12.99 per 12-ounce bag. To find out more about Voyava Republic's mission and its bestselling coffee line SPAVA, visit [www.voyava.com](http://www.voyava.com) and [www.SPAVAcoffee.com](http://www.SPAVAcoffee.com).

SOURCE: Voyava Republic

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