



Zola Introduces the Açai Daily Wellness Shot, a Liquid Dietary Supplement that Provides a Full Dose of Antioxidants

Delicious and nutritious supplement shot delivers a unique blend of the Brazilian Superfruits Açai and Acerola to help fight off free radical damage

San Francisco, CA, August, 2009 – [Zola®](#), maker of the first bottled Açai juice and one of the fastest growing brands of Açai juice on the market today, announced the introduction of its new Açai Daily Wellness Shot, a liquid dietary supplement that provides a full dose of antioxidants through a unique blend of Açai and Acerola. Unlike other Açai based dietary supplements that contain up to 19 different fruits and an unknown level of ORAC, the Zola Daily Wellness Shot contains over 85% Açai as well as Acerola and 3,000 ORAC per ounce providing the following benefits:

- **100% daily antioxidants per ounce:** One shot of Zola's new Açai Daily Wellness shot has a recommended daily dose of antioxidants to help protect your body from free radicals
- **Immune system support:** Antioxidants are free radical scavengers that help defend healthy cells, protect the body and support overall wellness
- **Promotes a healthy heart:** A daily dose of antioxidants has been shown to ward off free radicals that have been shown to contribute to various forms of cardiovascular disease
- **Anti-aging properties:** Antioxidants have been shown to fend off free radicals, one of the biggest factors in aging
- **Boosts energy & stamina:** Antioxidants contribute to overall wellness helping you maintain energy, vitality and stamina

In addition to its high ORAC per ounce, Zola's Açai Daily Wellness Shot contains the most premium Açai available on the US market today. The Açai berry is a fragile fruit and can lose its nutritional value very quickly; in fact, within 72 hours after being picked, Açai can lose up to 90% of its antioxidants. Zola, is focused on minimizing degradation by using the highest quality fruits which have met strict harvesting standards and its special supply partnerships ensure that the strict 12 Hour Harvest to Process Guarantee is followed to maximize nutrient retention. In order to further guarantee freshness and maximum nutrient potency in all of its products, Zola uses only Açai Especial, the highest grade of Açai available, and controls the process from tree to bottle.

"Since the inception of our company, we have been committed to bringing the health benefits of Açai and other Brazilian Superfruits to the U.S. consumer," said Chris Cuvelier, President and Founder of Zola. "We believe that prevention is the key to optimal health and performance. With over 68% of American adults currently taking dietary supplements, it was obvious to us that there is a need for a supplement that gives consumers the best in both nutrition and taste."

While conceiving of developing a company to bring high-quality Açai to the U.S., Cuvelier and his partners became impassioned by the opportunity to improve the lives of local Brazilians. Project Zola, a community program designed to empower people in the local communities where the fruit is sourced, is a cornerstone of the company's belief system. "Good For You and Good For the Planet" has become the company's mantra and the foundation for its products and corporate culture. The new tagline, "Drink Zola. Live Better™," describes the blending of the Brazilian Superfruit nutrients and health benefits for the consumer.

The new Açai Daily Wellness Shot joins Zola's successful line of Açai Superfruit Juices and functional smoothies. Zola produced the first bottled Açai juices on the market in 2002, and has spawned competition trying to copy Zola's unique formula. Zola appeals to consumers' interest in health because the Açai berry has more antioxidants than any other edible fruit on the planet, including 60% more antioxidants than pomegranates and 500% more than blueberries. Zola's Açai Daily Wellness Shot retails for \$29.99 for 32 ounces (\$.94/dose), and are available online through www.drinkzola.com and www.amazon.com, and will soon be available at Vitamin World and GNC locations nationwide.

About Zola:

Founded in 2002 with the goal of creating products that are "Good for You and Good for the Planet," Zola (www.DrinkZola.com) offers a line of Açai Superfruit Juices and functional Brazilian Superfruit Smoothies sourced from the Amazon Rainforest in Brazil. Committed to social responsibility, Project Zola was created to empower & improve quality of life through creating shelter and a sustainable revenue stream for the indigenous people of the Amazon. Zola always sustainably harvests its Açai berries, which puts the trees at their highest and best use and ultimately helps protect the trees of the Amazon. For an amazing visual tour of the Zola story, click here: <http://www.youtube.com/watch?v=Ae9zeqsg140>

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