



Zola Açai Teams up with Robeks to Provide Consumers with the Highest Quality Açai Products

Awesome Açai Smoothie, Açai Energizer Smoothie, and Açai Especial Bowl now contain Zola Açai

San Francisco, CA, June 30, 2009 – [Zola® Açai](#), maker of the first bottled Açai juice and one of the fastest growing brands of Açai juice on the market today, announced a partnership with [Robeks®](#), an industry-leading premium smoothie franchisor, to provide consumers with the highest quality Açai products including the Awesome Açai Smoothie, Açai Energizer Smoothie, and Açai Especial Bowl. Robeks has replaced their original Açai offerings with Zola Açai to give consumers better taste, increased nutrition, and the highest quality Açai available.

Together, Zola Açai and Robeks pack a healthy punch. Zola Açai uses Açai Especial, the highest grade of Açai available, and controls the process from tree to table to ensure premium quality, the freshest flavor, and maximum nutrient potency. Robeks healthy and flavorful Açai products now containing Zola Açai include:

- **Açai Energizer™ Smoothie** – Açai, strawberries, blueberries, pineapple sherbet, non-fat yogurt, ice, Powerbek™ & soy protein
- **Awesome Açai™ Smoothie** – Blended with Açai, raspberries, bananas, raspberry sherbet, non-fat yogurt, ice
- **Açai Especial Bowl™** – An authentic Brazilian recipe: Blended with Açai, guaraná, blueberries, banana and topped with fresh banana and granola

“We are committed to bringing the highest quality Açai to market today,” says Chris Cuvelier, Zola Founder and President. “That’s why we are thrilled to be partnering with Robeks to continually offer more consumers our premium Açai and promote a healthier lifestyle.”

“Robeks is dedicated to providing consumers with high-quality smoothies and other nutritious foods that are healthful, tasty, and easy to go,” says CEO Steve Davidson. “Because the Açai berry contains more antioxidants than any other edible fruit currently known in the world, we are excited to offer Zola’s high-quality and delicious Açai in our line of Açai blends.”

The program is being rolled out company-wide and will be available in all stores by July 6th, 2009. Visitors to Robeks locations will be reminded of this new offering with point of purchase materials such as posters, informational cards, t-shirts, and Project Zola bracelets, as well as promotional messages on Robeks in-store Ripple TV.

About Zola:

Founded in 2002 with the goal of creating products that are “Good for You and Good for the Planet,” Zola Açai (www.zolaacai.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 provide funds to the school in the local community where Zola’s Açai berries are grown. 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 Açai story, click here:

<http://www.youtube.com/watch?v=Ae9zeqsg140>

About Robeks:

Robeks is passionate about helping people maintain healthful lifestyles by serving a great-tasting selection of premium, made-to-order fruit smoothies and fresh-squeezed juices, plus sandwiches and wraps, salads, frozen yogurt (in most locations), and snacks. Robeks serves more than nine million guests annually at 155 franchise locations in 16 states and D.C. The company was named No. 10 in 2008 in Restaurant Business Magazine's Future 50 list of Fastest Growing Companies. Visit www.robeks.com.

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