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Havana Cola Now Available in Whole Foods Markets in Florida

-- Delicious, Premium Soda is All-Natural and Gluten Free --

Louisville, KY, April 15, 2008 – Havana Beverages, an industry leader in producing the finest quality, premium flavored beverages in the United States, announces a partnership with Whole Foods Market, the world’s leading natural and organic foods supermarket, to bring one-of-a-kind, all-natural Havana Cola to Whole Foods customers in Florida.

“This product flies off the shelves in Florida,” said Alexander “Sandy” Nixon, president of Havana Beverages. “The key lime flavor profile of our Cola strongly appeals to customers in Florida, and we are thrilled to expand into Whole Foods Market. We have a strong relationship with Whole Foods in other regions of the country, and we look forward to continuing to build our partnership with such a fantastic retailer.”

Global Specialty Foods will handle local distribution of the product for Whole Foods Markets.

Havana Beverages are naturally flavored, caffeinated soft drinks made with 100% pure cane sugar, unlike many other soft drinks which are sweetened with high-fructose corn syrup. The products are gluten free, available in diet and can be used as mixers in popular alcoholic drinks.

The unique flavor of Havana Cola is the delicious combination of key lime and pure cane sugar. Key lime, an integral flavor in Cuban cuisine, was combined with rum and cola for the first time when Teddy Roosevelt’s Rough Riders stormed into Cuba in 1898. Almost 100 years later, young Cuban-born American entrepreneur America Vaughan created the exotic formula that became Havana Cola.

Based in Florida at the time, Havana Beverages devoted more than four years to developing and perfecting the formulas for its refreshing sodas with traditional Cuban flavors. The products were introduced in the United States in 1998.

Nixon purchased the company in September 2006. Under Nixon's leadership, Havana Beverages has experienced solid growth since March 2006 and is available nationwide at grocery retailers and liquor stores giving soft drink lovers everywhere an alternative to bland, boring cola products. Prices vary by retailer and products are available at Whole Foods for \$1.69 each and \$5.99/4-pack. For a list of Whole Foods Markets in Florida, visit www.wholefoodsmarket.com.

About Havana Beverages

Headquartered in Louisville, Kentucky, Havana Beverages is an industry leader in producing the finest quality, premium flavored beverages in the United States. Its distinctive line of non-alcoholic, flavored colas includes Havana Cola, Havana Mojito and Havana Tamarind. Havana Mojito received 4 ½ out of 5 stars from BevNET.com and was recognized as a finalist in the 2007 New Products Showcase Awards at Natural Products Expo East in Baltimore. www.havanabeverage.com.

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