

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

Press Release

FOR IMMEDIATE RELEASE

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Heavenly Organics™ Selects Christie & Co as its Agency of Record to Promote Its 100% Organic, Non-GMO, Fair Trade and Kosher Certified Chocolate Honey Patties™, Raw Honey and Whole-Cane Sugar!

Keota, IA (February 2016) — 2015 reports show consumer demand continues to rise for “real food”. People are shopping for food, and sweeteners in particular, that offer real health benefits.¹ Fulfilling that demand, **Heavenly Organics™** (www.heavenlyorganics.com) offers a range of sweet and satisfying organic Chocolate Honey Patties, 100% Organic Raw Honey, and Whole-Cane Sugar which are delicious and made with sustainably harvested honey from India. With over 20 years of experience developing and managing marketing and communications campaigns for brands in the natural products industry, Christie & Co is poised to bring Heavenly Organics’ sweets to homes throughout the United States.

For the past decade, Heavenly Organics has been leading the authentic fair trade movement and creating big change by forming worker-owned cooperatives. Fair trade promises workers a fair wage and empowers these communities to improve their way of life. The company began with honey harvesting, planting its roots in remote and conflict areas of Northern and Central India and parts of the Himalayas. The 100% organic raw honey is harvested from naturally occurring, wild beehives where bees roam free. Harvesters use bee-friendly and smoke-free methods that protect wild bee colonies and eliminate the potential for forest fires. The bees pollinate far from pesticides and other pollutants and have never been exposed to antibiotics. Heavenly Organics raw honey comes in three diverse varieties; White, Neem and Acacia.

Heavenly Organics is currently launching its two new Chocolate Honey Pattie flavors: *Double Dark Chocolate* and *Peanut*. Made with only 100% Cocoa and 100% Organic Raw White Honey, the Double Dark Chocolate Honey Pattie is the most simple, luxurious sweet available. The Peanut Pattie is a great alternative to a traditional peanut butter cup since it has 10 ingredients less (only four ingredients). Each of Heavenly Organics’ Chocolate Honey Patties boast just four ingredients or less and are Non-GMO Project verified, fair trade certified, Kosher, Gluten-free, Dairy-free, Soy-free with no added sugar. Chocolate Honey Pattie Flavors include: Mint, Almond, Pomegranate, Ginger with the recent addition of Peanut and Double Dark Chocolate.

“Christie & Co is the perfect partner to support our commitment to offering delicious, organic, and sustainable sweets,” says Heavenly Organics’ CEO and Co-Founder, Amit Hooda. “This agency has established itself as the leader in communications campaigns for ethical businesses and we believe that together we can spread the message that profits can create peace – and that sweets can benefit the world.”

¹http://www.foodbusinessnews.net/articles/news_home/Consumer_Trends/2015/08/Consumer_attitudes_on_sweetene.aspx?ID=%7B6CD8118D-A57C-439E-BFB9-1B6F50077AEE%7D&cck=1



“We are proud to represent Heavenly Organics, as Mr. Hooda and his team are truly changing the way that business has been done to create ethical opportunities for its partners abroad,” says Gillian Christie, Founder and CEO of Christie & Co.

Christie & Co has over 20 years of experience in the natural products industry bringing high impact companies and entrepreneurs from Dream to Mainstream. Through its unique research-based approach, Christie & Co develops marketing and communications campaigns that demonstrate results of increased brand awareness, consumer engagement, and retail sales. The team is equipped to propel Heavenly Organics 100% Organic, Non-GMO Chocolate Honey Patties, Raw Honey, and Whole-Cane Sugar into the homes (and mouths!) of consumers throughout the United States.

About Heavenly Organics™

Founded in 2005, Heavenly Organics produces and distributes organic, non-GMO, fair trade and kosher certified Chocolate Honey Patties™, Raw Honey and Whole-Cane Sugar. Heavenly Organics was created as a way to help sustain the economic and cultural survival of indigenous people located in remote and conflicted areas of Northern and Central India and parts of the Himalayas. The company was built on the belief that the only way to eliminate conflict is to provide ethical job opportunities. Heavenly Organics has created worker-owned cooperatives that have been leading the authentic fair trade movement and creating big change for over ten years.

‘Like’ Heavenly Organics on Facebook - <https://www.facebook.com/HeavenlyProducts>.

For more information about Heavenly Organics, please visit www.HeavenlyOrganics.com. For media inquiries and requests for product samples and hi-res images, please contact Lauren Haines at lhaines@christieand.co or (805)-969-3744.

About Christie & Co

Christie & Co is a full-service branding, marketing, public relations and advertising agency dedicated to helping ethical businesses, entrepreneurs, and socially conscious organizations broaden their impact through effective communication services. Christie & Co goes beyond branding and other marketing buzzwords. It is a company based in philosophy, driven by passion, and known by its results. The Christie CommUnity Foundation creates “ripple effect” of global betterment through creating and promoting innovative, results-oriented initiatives for the betterment of the world.

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