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SolMaya Brands Successfully Launches New Line of Delicious Latin American Flavored Dairy Beverages

SolMaya Brands Successfully Launches New Line of Delicious Latin American Flavored Dairy Beverages at the Cultural Food Expo in New York City.

/24-7PressRelease/ - NEW YORK, NY, November 15, 2007 - SolMaya Brands, a registered brand of Presto Food & Beverage, Inc. successfully launched its new line of delicious Latin Flavored ready-to-drink dairy beverages (Mexican Style Horchata, Horchata Sabor de Morro, Morir Sonando/Orange Jubilee and Avena - Oatmeal Shake) at the Expo Comida Latina/Cultural Food Expo in New York City, NY. This is the industry's largest Hispanic food and beverage show in the U.S., bringing thousands of trade professionals together under one roof for a spectacular food and beverage experience.

There was tremendous curiosity and interest as attendees visited SolMaya Brands' booth. The booth was constantly buzzing with distributors, retailers, restaurants and hotels all clamoring for a taste of the sensational new unique beverages. "I'm always looking for new, exciting products or concepts; these taste really great and different", said Doreen Sigona of Kings Supermarkets. "The Morir Sonando/Orange Jubilee is delicious, very good, I love it...tastes just like a creamsicle!" stated Rebecca Burns, Sales Manager at Eastern Distribution. Even those who had never tasted a rice-based drink were pleasantly surprised; "I was skeptical at first because its rice based, but it tastes really good", said Scott Marcus, Brand Manager, Kraft Foods.

The Cultural Food Expo and Expo Comida Latina was a resounding success for those companies hoping to attract new distributors to increase their market share within the United States....SolMaya was no exception. This show proved to come at an opportune time for this growing company. All classes of distributors from produce to food services to beverage are continuing to expand their business into the U.S. Hispanic market and they were excited to learn about SolMaya Brands' fantastic line of beverages that would ultimately help them achieve their goals. Said Francisco Loyola of east coast distributor, Austro Foods, "Great products for the broad Hispanic and U.S. market". Jose Mario Ortega, Vice President and COO at Presto Food & Beverage, Inc and SolMaya Brands stated, "This was our first opportunity for SolMaya to showcase the vision we've had for several years while developing these new products. We're extremely pleased with the amount of interest we have received at this trade show."

SolMaya Brands is extraordinarily unique in that it is the only brand, both in the U.S. and Latin America that has these four nostalgic Latin American flavors in the convenience of modern shelf stable ready-to-drink packaging (9.5oz glass bottles and 12oz aluminum cans). Fernando Oswaldo Leonzo, President and CEO of SolMaya Brands stated "I believe we hit a home run at this show. Many of the retailers and distributors were able to learn, first hand, just how delicious and unique our products are. Some attendees told us it looks like a success in the making; a few said this could be the new Snapple of the Hispanic market. Due to the re-alignment of many successful beverage brands in the U.S. during the past year, such as Vitamin Water and IZZE being sold and Monster changing its distribution authorizations, many beverage distributors now have room on their trucks and are looking for the next great thing. If this show is any indication of what's in store for SolMaya's future, we're destined to be that next great success!"

SolMaya Brands has proven itself as an innovative, progressive company with truly one-of-a-kind products; combining delicious nostalgic Latin American flavored drinks with the convenience of modern shelf stable ready-to-drink packaging. For more information visit www.solmayabrands.com

About SolMaya Brands

SolMaya Brands is a rapidly growing beverage company, owned by parent company Presto Food & Beverage, Inc., a New York based company, which specializes in creating delicious ready to drink, and shelf stable dairy based drinks with nostalgic Latin American flavors. Our products are manufactured, distributed and marked within the United States and can be found at supermarkets, independent grocery stores, convenience stores, bodegas and restaurants. Our beverages are created using only the finest natural ingredients and offer good nutritional value.