

FOR IMMEDIATE RELEASE

Contact: Miriam Morel
(951) 506-2563
miriam@thinkavocado.com

**PACIFICA CULINARIA'S BLACK CURRANT AGAVE
SYRUP HAS BEEN SELECTED AS A FINALIST IN THE
2006 NASFT PRODUCT AWARDS COMPETITION**

TEMECULA, CA - April 2006 - Pacifica Culinary received notification they are among the finalists in the judging for the 2006 NASFT (National Association of Specialty Food Trade) Product Awards Competition. Pacifica Culinary's Black Currant Agave Syrup was chosen as a finalist in the Outstanding Jam, Preserve, Spread or Sweet Topping category. The NASFT competition is held once a year to honor truly outstanding foods, The Best of the Best. The final round of judging will take place in June 2006.

Agave syrup is also referred to as Agave Nectar. It is made up almost entirely of naturally formed fructose extracted from the Agave plant. On the glycemic index of foods Agave syrup is low; even lower than honey. Having a low glycemic index means that agave nectar absorbs slowly into the bloodstream with less of the highs and lows associated with sugar intake. Under medical supervision, agave nectar may be suitable for diabetics.

Agave syrup is close to 25% sweeter than refined white sugar; better for you because you use less to achieve the desired sweetness and the agave syrup is a natural and delicious honey substitute with a consistency similar to honey. Pacifica Culinary develops recipes and shares them with consumers on their website; www.Pacificaculinary.com.

This light syrup has a fairly neutral flavor and so Pacifica Culinary flavors add a sophisticated edge to sweetening the syrup with all natural fruit juices such as black currant and pomegranate. Currently they are in the development phase of other flavors to offer.

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Agave syrups are very versatile. Top your pancakes, waffles, or blintzes, sweeten your lemonade, iced tea or martini, drizzle on fruit, yogurt, or ice cream. You can even use as a natural sweetener in baked goods or replace your sugar with Agave in marinades or dressings.

Pacifica Culinaria's complete product line includes large chem-free farm fresh Hass avocados and lemons, infused avocado oils, infused balsamic and champagne vinegars and infused agave syrups. The newest condiment product in addition to the Wasabi Mayonnaise, is the 100% avocado oil based mayonnaise available in All-Natural as well as Roasted Garlic.

The Pacifica Culinaria product line is a division of thinkavocado.com, operating out of Temecula, California - a purveyor of fresh avocados and gift items. For more information about Pacifica Culinaria or thinkavocado.com products, contact Miriam Morel, Vice President of Operations, at (951)506-2563 or miriam@thinkavocado.com.

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