



For Immediate Release

ORIGO BRANDS LAUNCHES TWO NEW LATINX PRODUCTS: ORGANIC CHANTICO AGAVE AND MONSTRUO DE GILA BBQ SALSA

First sustainably sourced powdered agave sweetener and BBQ salsa on the market

DENVER – Aug. 18, 2021 – Origo Brands, a Denver-based company who connects healthy, convenient, authentic Latinx products from the origin to people, today announced the launch of its Chantico Agave and Monstruo de Gila BBQ Salsa. Chantico is an organic agave that grows only in Mexico where it is sustainably harvested and prepared in the company's net-waste reducing facility. Monstruo De Gila is a hatch green chile BBQ salsa, a product that is produced in Hudson, Colorado.

"Mexican and Latin food is a lot more than just tacos and burritos, there is a market for upscale, organic, sustainable Latinx foods and we're creating that niche with our innovative, delicious products," said David Cisneros, co-owner of Origo Brands. "There's a whole world of tastes and products that are waiting for our customers and we're thrilled to offer Chantico Agave and Monstruo De Gila BBQ Salsa's unique flavors to market."

The Chantico "SHAN-TEE-CO" organic agave sweetener is the first powdered agave on the market, also available in liquid form for multiple uses. Chantico has a lighter and better flavor than other natural sweeteners. Because it's about 1/3 sweeter than sugar, customers can lower caloric intake per serving in baking, mix in beverages and use it to cook an array of dishes. Chantico agave can be used to replace syrup, honey or sugar in baking. It can also be used as a breakfast topping, in hot and cold beverages, cocktails, and more. Agave is a great alternative to use in lieu of sugar because it has a lower glycemic index and it's easy to infuse. The agave is available in three offerings including:

- **Raw Agave Sweetener:** A low-glycemic sweetener with a caramel-like flavor
- **Wild Agave Sweetener:** A low-glycemic sweetener with a light taste
- **Blue Agave Powder Sweetener:** A unique granulated blue agave has the same delicious benefits as Chantico Agave syrup; organic low glycemic sweetener with natural prebiotic fiber

Monstruo De Gila BBQ salsa is the first of its kind on the market because its ingredients and recipe reflects the history and culture of the American Southwest – the many cultures that have thrived there and are celebrated today. This New Mexico BBQ Salsa uses savory roasted Anaheim Green Chiles and tart Tomatillo. This Latin cooking sauce will add a new dimension of flavor from spicing up traditional BBQ, Mexican BBQ like carnitas, marinades or dips. This product contains No GMO, No Gluten, No Corn Syrup, No Artificial Flavors or Colors.

"We have started to use Chantico Agave in our cocktails served at the restaurant and our customers are loving it. We are also using it to replace sugar in a few of our entrees including the syrup for our French toast. We just started incorporating Monstruo de Gila BBQ Salsa and are really impressed with the unique flavor it gives our BBQ chicken dish," said Jose Gurrola, owner of [Necio Mexican Kitchen](#) in Denver.

Origo Brands recognizes that responsible sourcing comes with a commitment to the community – from the origin of the products to supporting the communities where they offer their products. When customers purchase Chantico, Origo gives back to [Homeboy Industries](#), a non-profit that is the largest gang support program in the world. Homeboy Industries welcomes thousands of people each year through its doors seeking to transform their lives. When customers purchase Monstruo de Gila, Origo Foods provides funding and support to [Operation BBQ Relief \(OBR\)](#) which responds to natural disasters and other situations to help feed displaced residents and emergency personnel.

“Giving back to our local communities is very important to our mission and with every product we create, we will always work to have a non-profit tie to our products that benefit the greater good,” added Cisneros.

Customers can purchase Chantico at their local grocery store including Lucky’s market, Lo-Hi Local and Argonaut’s or by ordering online at: <https://www.chanticoagave.com/>. Monstruo de Gila is available for purchase at Choice Market, Wheat Ridge Poultry and Meats and So Damn Gouda or by ordering online at: www.monstruo-de-gila.com. Foodservice or bulk options are also available, contact PJ Brazill, US Sales Manager for Origo Brands via email at: pjb@wesdenver.com to learn more.

About Origo Brands

Origo Brands is the parent company and creator of LatinX Mesa de la Cocina™. Origo Brands is a unique company whose goal is to connect healthy, convenient, authentic Latinx products from the origin to people, in a unique way, supporting both the people and the earth. The founders are David Cisneros and Steve Meier, who have more than 60 years of combined experience in sales, marketing and global supply of leading international CPG’s, including Corona, Cholula, Ghirardelli Chocolate, and Hain Celestial brands. That experience and expertise, combined with innovative thinking, is resulting in brands that are leading food development in areas around health, convenience, taste, and authenticity. For more information, visit <https://www.origobrand.com/>.

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