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Fruitology announces new Coffee Fruit Energy Shots

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CARSON CITY, Nev.--(EON: Enhanced Online News)--Fruitology, Inc., a leading developer of high quality, distinctive, wholesome beverages and supplements is pleased to announce a new "all natural" Energy Shot with the super ingredient KonaRed™ Coffee Fruit from Sandwich Isle Trading Company. The three new gourmet flavors, Orange Caramel, Chocolate Cherry and White Chocolate Raspberry, will begin appearing on retailer shelves in March 2010 and boasts an extended energy formula designed to keep consumers alert and energized.

The coffee fruit exploded onto the forefront of the super fruit scene when it was discovered that the bright red fruit that holds the coveted coffee bean is packed with antioxidants that may reduce the risk of disease, cognitive decline, and maintain a healthy immune system. For centuries, Hawaiian harvesters have disposed of the sweet fruit pulp not knowing of such health benefits.

In keeping with Fruitology's promise to deliver unique, healthy-lifestyle products, each Coffee Fruit Energy Shot is "all natural" and preservative free with a fantastic gourmet flavor and added nutritional benefits such as 100% Daily Allowance of Vitamin C per shot. With its incredible nutritional properties, anti-oxidant power, and energy value, the addition of the coffee fruit also reinforces Fruitology's mission to enhance the well-being of people around the world.

"We are thrilled to not only be the first to bring a Coffee Fruit energy product to consumers, but also to offer them an all-natural alternative to the preservative-filled shots currently on the market," said Laurie Speaks, Vice President of Sales and Marketing for Fruitology. "With the addition of our new Coffee Fruit Energy Shots, Fruitology continues to show why our super fruit line is superior and trusted worldwide."

About Fruitology, Inc.:

Fruitology, Inc., makers of the finest quality, wholesome beverages and supplements, strives to enhance the well-being of people around the world. Founded by a committed group of food technologists, their combined desire and passion has resulted in the formulation of products that the whole family can enjoy. Contact Fruitology, Inc. at 888-934-3788 or <http://www.fruitology4life.com>.

Source: Fruitology, Inc.

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