

Skyler Schaar
Uala Pure Purple Power, LLC
760-936-3640
sschaar@pureuala.com

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“Uala Pure Purple Power aims to be the new alternative for bars & yogurts”

Exciting debut of energy cups on the west coast

September 25th, 2019- Today Uala Pure Purple Power LLC, a purple sweet potato based food brand based in San Rafael, CA, announced that they will be launching their 4oz energy cups. The brand will be releasing three flavors, Chocolate, Strawberry and Chai. Uala is plant based, dairy and nut milk free, vegan, paleo, and shelf stable for up to 12 months. After spending 4 years developing a proprietary base, Founder Shaun Aharam is excited to see how Uala can help make a difference in people’s lives.

Uala is aiming to create a whole new space in the food industry, offering a multi versatile product that can be eaten right out of the cup used as the foundation for a smoothie, the base of a Uala bowl, even as a spread on bread, and more.

“What started out as an experiment with purple sweet potato, turned into a purple plant based revolution. This company has been my passion and purpose for the past 4 years and I am so excited to finally be able to share it with the world. This has been an incredible journey so far, and we are just getting started. I believe improving how you feel every day allows you to improve everything around you...everyone has a passion, everyone has a purpose, my mission is to fuel yours” said Aharam.

About Uala Pure Purple Power LLC:

Uala Pure Purple Power is a purple sweet potato-based food brand that began in the founder’s kitchen in 2015 and is launching in September 2019. Uala’s energy cups are a plant-based alternative to yogurts and bars made with real food ingredients. It contains a good source of antioxidant vitamins A & C, fiber, potassium and iron, contains no artificial sweeteners and is

only sweetened by purple sweet potatoes and coconut sugar. `Uala is QAI certified organic and Non-GMO Project Verified.

`Uala was born due to its founder having nothing else to use for his morning smoothie. Knowing his day was filled with multiple physical activities, he needed something to sustain himself so he threw his leftover purple sweet potatoes from his dinner the night before into the blender. After realizing that not only did his smoothie taste amazing and provided a lasting amount of energy, he knew he had discovered something worthwhile. 4 years of trial and error later, Founder Shaun Aharam's energy cups are available online and in stores throughout the west coast.

For more information please visit www.pureuala.com.

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