

CalPure Foods Extra Virgin Avocado Oil Now Available on Amazon Launchpad

CalPure Foods' showcases its extra virgin avocado oil on Amazon Launchpad to increase its visibility to consumers and drive sales

San Francisco – (January 22, 2017) – CalPure Foods' Extra Virgin Avocado Oil is now available for purchase through Amazon Launchpad, a program that makes it easy for startups to launch, market, and distribute their products to hundreds of millions of Amazon customers around the world.

Amazon Launchpad gives startup businesses, such as CalPure Foods, an opportunity to showcase their products in a dedicated storefront on Amazon.com. Not only does CalPure Foods benefit from the additional exposure, but prospective consumers are given the chance to check out some of the newest products on the market.

“CalPure Foods is thrilled to be featured on Amazon Launchpad. Our product offers a healthy cooking alternative for foodies everywhere. Amazon's presence allows us more reach to consumers who may not have heard of our brand yet,” said Erika Rutledge, Co-Founder of CalPure Foods, Inc. “We can't wait to make more people CalPure fans!”

Based in Ventura County, California, CalPure Foods' all-natural Extra Virgin Avocado Oil is considered top in its class. The product is produced by using sterilized cold-press technology, free of hexane and other chemical solvents that many other oil production processes use. This method allows the avocado oil to retain its nutritional content, expressive aromatics, emerald green color, and superb flavors.

“Our avocado oil is natural and our production process is safe and clean – you can taste the difference in our oils,” said Rutledge. “We prioritize nutrition, taste, and quality above all else – our facilities, from farm to factory, are inspected regularly by third parties to ensure that everything is as it should be. Our customers treat us well, so we make a point to return the favor!”

To learn more about CalPure Foods and their all-natural extra virgin avocado oil, please visit www.calpurefoods.com.

About CalPure Foods, Inc.

CalPure Foods, Inc. was founded by Californian vegetable farmers, Michael and Erika Rutledge, who wanted to create a nutritious, tasty alternative to the refined and imported avocado and olive oils that dominate the American market. As one of the first companies to build and utilize an avocado cold-pressing facility, CalPure Foods create their extra virgin avocado oil with three things in mind: nutritional benefit, quality taste, and small American businesses and farmers. CalPure Foods proudly sources avocados from farms throughout California and from partner farms around the world that meet American labor law and financial standards.

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