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JAVO BEVERAGE TO FEATURE ON-DEMAND COFFEE SYSTEM AND INTRODUCE NEW SPECIALTY DISPENSED BEVERAGES AT THE NATIONAL CONVENIENCE STORE SHOW

SAN DIEGO, CA – October 20, 2009 -- Javo® Beverage Company, Inc. (OTC BB: JAVO), a leading provider of premium dispensable coffee and tea-based beverages to the foodservice industry, today announced that it will be introducing its on-demand hot coffee system and adding a variety of new products to its innovative line of cold dispensed beverages for convenience retailers at the National Association of Convenience Stores Show (NACS). NACS is taking place Oct 21-23 at the Las Vegas Convention Center in Las Vegas, Nevada.

At NACS, Javo will debut several new solutions for association members that own and operate more than 140,000 convenience stores in the United States. In the hot beverage category, Javo will demonstrate its “on-demand” system for serving endless cups of fresh, brewed coffee. This industry innovation allows coffee preparation as needed with the benefits of dramatically improved coffee quality throughout the day, the elimination of waste from holding prepared coffee, and the freeing of employees to deliver better customer service. Several new specialty blends will be available for sampling including: Roast Master Select, European Roast, African Highlands, Rainforest Blend and 100% Organic Peruvian. In addition, Javo will feature Vanilla Crème, Hazelnut and Harvest Spice flavored coffees.

Always at the forefront of consumer trends, Javo will also be introducing a new line of fortified nutrition shakes, packaged for foodservice beverage equipment. Tapping into increasing demand for functionally beneficial, non-carbonated beverages, Javo has formulated a Vanilla Crème Shake with 33% of recommended daily allowances of essential vitamins and minerals, the perfect solution for mobile, on-the-go consumers. The Company is also introducing Orange Mango Immune Boost, a citrus beverage boosted with a package of functional supplements intended to boost immune systems.

To assist convenience retailers in capturing a share of the booming premium tea category, Javo has also introduced a new super premium, fresh-brewed tea program available in convenient 32 ounce packages. These beverage concentrates may be mixed with eight parts water to make a variety of specialty, premium iced teas, including: Passion Fruit Black, Mandarin Rooibos, Hibiscus Pomegranate, and Lemon Lime Sencha.

In addition, Javo will be showing new seasonal flavor extensions to its industry leading line of iced coffees, including: Pumpkin Spice Latte and Mocha Mint Latte. Iced coffee is now well established as a mainstream beverage category in foodservice and has become a powerful new alternative to carbonated soft drinks. Industry servings have averaged more than 20% annual growth since 2005. Javo will be exhibiting these and other products at booth number 375.

“Retailers have been moving rapidly to bring beverages that have become main stream in specialty coffee shops to their fountain beverage departments where they can ring incremental sales and high profit margins per drink. Javo is well positioned and experienced at helping retailers make profitable innovations to their beverage menus,” stated Gary Lillian, Javo President. “Consumer expectations for coffee and for healthy alternatives to carbonated soft drinks have been elevated in recent years and Javo will be demonstrating to retailers at the NACS show how they can satisfy this demand without the addition of expensive and labor intensive barista equipment to their stores. By providing a high-quality, convenient, and cost effective line of products, we have cultivated a diverse customer base with over 12,000 dispensed beverage locations.”

About Javo® Beverage Company, Inc.

Based in Vista, California, Javo® Beverage Company (OTC Bulletin Board: JAVO) is an innovator and leader in the manufacture of coffee and tea-based dispensed beverages, drink mixes and flavor systems. The company has successfully commercialized a proprietary brewing technology that yields fresh brewed coffees and teas that are flavorful, concentrated and stable, with broad applications in the foodservice, food manufacturing and beverage industries. For foodservice operators, Javo makes it possible to serve great tasting hot coffees and cold specialty coffee beverages from convenient dispenser-based systems. Javo also assists food and beverage processors seeking authentic and robust coffee and tea flavors through its development and supply of customized ingredients for packaged foods and ready-to-drink beverages. The company supplies a growing list of national and international foodservice operations, specialty coffee retailers, restaurant chains and food manufacturers. For information about Javo Beverage Company, please visit www.javobeverage.com.

Forward-looking statements

This release contains forward-looking statements made by or on behalf of Javo® Beverage Company, Inc. All statements that address operating performance that the Company expects will occur in the future, including statements relating to revenue growth, dispenser location growth, annual revenue per dispenser, volume growth, share of sales, future profitability or statements expressing general optimism about future operating results, are forward-looking statements. These forward-looking statements are based on management's current views and we cannot assure that anticipated results will be achieved. These statements are subject to numerous risks and uncertainties, including those set forth in the Company's risk factors contained in the Company's most recent annual report on Form 10-K and in subsequent quarterly reports on Form 10-Q, copies of which are available from the Company without charge and from the SEC's website at www.sec.gov. Readers are cautioned not to place undue reliance on forward-looking statements and are encouraged to review the risk factors that could affect actual results. The Company disclaims any intent to update forward-looking statements.

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