

News Release  
**For Immediate Release**

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**Latino-Owned Frescos Beverage Corporation Awarded First Place at Naturally Boulder's 17th Annual Pitch Slam**

*\$75,000 prize pack attracts young Colorado organic and natural product entrepreneurs*

**BOULDER, Colo.** (Oct 22, 2021) - [Frescos Beverage Corporation](#), the makers of colorful and flavorful refreshments inspired by vibrant Latin America, was awarded first place by judges at [Naturally Boulder's 17th Annual Pitch Slam & Autumn Awards](#) on Oct. 21 at the in-person "Shark Tank"-style event. Frescos earned a free booth at [Natural Products Expo East 2022](#) and a guaranteed opportunity to pitch at the Expo East Pitch Slam. [Pastificio Boulder](#) and [Fossil Fuel Donuts](#) took home second and third place, respectively, while [Wild Barn Coffee](#) earned the People's Choice Award based on audience voting.

"We're overjoyed, I've had my sights on this competition since before I started selling this year," said Frescos Founder Juan Ignacio Stewart. "We're working seven days a week these days: selling at farmers markets on weekends, and looking for and setting up new accounts Monday through Friday. Wherever there's a cooler selling kombucha, sparkling waters or yerba mate, make room for Frescos!"

Five young natural product companies had three minutes to pitch their products, and three additional minutes to answer questions from a panel of judges that included Quinn Foods Founder Kristy Lewis, Weller Vice President of Sales Megan Siegel Jansen and Sunrise Strategic Partners Vice President Randy Gilbride . The first, second and third-place winners split a prize pack of a robust suite of business services from sponsors worth \$75,000, such as free financial and legal advice, packaging design, strategy consulting from leading marketing and public relations agencies, and more.

**Other award winners presented at the Autumn Awards include:**

- [Danone North American](#) won the Climate Catalyst Award, which reflects [Naturally Boulder's recent climate commitment](#). Danone was heralded for its breakthrough work in soil science and commitment to regenerative agriculture in the dairy industry.
- Denver-based [Cappello's](#), known for its grain and gluten-free pizza, pasta and cookie dough, was awarded the Breakout Brand Award.
- Justin Levy, executive director of [Conscious Alliance](#), took home the Industry Leader/Community Champ 2021 award. The award, presented by Justin's Nut Butter Founder Justin Gold, is given to an individual who has advanced the

Colorado natural and organic products community through deliberate and considerate advocacy, mentorship and leadership. Conscious Alliance supports communities in crisis through hunger relief and youth empowerment.

Naturally Boulder was established in 2005 to nurture and promote organic and natural products businesses to be a powerful force for positive change. The organization has since grown to Austin, New York, San Diego, Chicago, California's Bay Area and California's North Bay Area.

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[Past professional, high resolution photos available here.](#) Professional photos from the event will be available shortly – please email [emily@rootmarketingpr.com](mailto:emily@rootmarketingpr.com). Photos courtesy of Naturally Boulder.

### **About Naturally Boulder**

Naturally Boulder is a 501(c)(6) non-profit economic development organization dedicated to nurturing and promoting organic and natural products businesses to be a powerful force for positive change. Naturally Boulder was created in 2005 and today has over 1,000 members comprised of manufacturers, service providers, entrepreneurs, investors and individuals in Colorado. Naturally Boulder members receive meaningful connections to mentors and peers, access to cutting-edge business education, and participate in community celebrations. Visit them online at <https://www.naturallyboulder.org/>, and find us on [Facebook](#), [Instagram](#), and [LinkedIn](#).

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