



ORGANO GOLD

Organo Gold Opens Scandinavia and Slovakia

VANCOUVER, BRITISH COLUMBIA – April 20, 2015 – [Organo Gold](#), the global gourmet coffee company that caters to consumers' active lifestyles, today announced that it has opened operations in Scandinavia and Slovakia. Scandinavian nations include Denmark, Finland, Norway and Sweden. Paul Jarvis, Regional Vice President of Europe, CIS and Africa, will manage the Company's activities in these countries.

"Organo Gold continues its European expansion through Northern and Central Europe," said [Bernardo Chua](#), Founder and Chief Executive Officer of Organo Gold. "Each of these five countries has an advanced economy, an entrepreneurial culture and lifestyle that results in a high demand for our products. These are all important foundational pillars in sustaining successful OG operations."

Scandinavian nations are consistently at the top of the list when it comes to global coffee consumption. In a 2013 poll, Finland held the number one spot for coffee drinking, with neighbors Sweden, Norway and Denmark not far behind. Slovakia also makes the top ten list of worldwide coffee consumption per person, placing at number six on the same poll.

"The economic leadership of these countries along with their long history and culture of coffee consumption is allowing us to open the Scandinavian region along with Slovakia; a Central Europe bridge to our FSU operations," Co-Founder and Global Master Distributor [Shane Morand](#) added.

"All demographics within these countries have shown great interest in the OG opportunity as a way to bridge culture and lifestyle to an economics benefit," added [Holton Buggs](#), Executive Vice President of International Sales and Marketing at Organo Gold. "We look forward to serving those customers who want to make Organo Gold products a part of their wellness regimen."

Organo Gold current product line contains a wide variety of ganoderma based gourmet coffees, teas and supplements. The products available in Scandinavia and Slovakia are: Gourmet Black Coffee, Gourmet Mocha, Gourmet Latte, Gourmet King of Coffee, Gourmet Hot Chocolate, Traditional Black Tea, Green Tea, Black Ice Tea, Espresso UNO, Espresso DUE, Espresso TRE, Organic Ganoderma Lucidum,

Ganoderma Lucidum Mycelium, and Organic Spore Powder. Organic King of Coffee and Traditional Black Tea are new additions to the European market. Organo Gold Red Tea is available in Slovakia.

In celebration of Organo Gold's expanding European family, the Company is offering OG Distributors a new promotional package of Traditional Black Tea, Gourmet King of Coffee and an OG branded kettle. Details can be found by logging in to the EU Back Office.

Founded in 2008, Organo Gold is focused on its mission "to bring the treasures of the earth to the people of the world" by offering certified organic Ganoderma in simple, everyday products; from single-serving coffees and teas to supplements and nutraceuticals. OG meets this mission through the principles of the Napoleon Hill Foundation, with which the Company has a long-standing and exclusive collaboration. Organo Gold offers its products through an Independent Distributor network, and to consumers through its Coffee Connoisseur Club retail program in Canada and the United States.

Learn more about Organo Gold at: <http://www.organogold.com>

About Organo Gold

Founded in 2008 with headquarters in Vancouver, British Columbia, Organo Gold is a global gourmet coffee company that sells Certified Organic Ganoderma lucidum through a variety of coffees, teas, nutraceuticals and personal care products. Organo Gold offers its suite of products through its Independent Distributor network and to consumers through its Coffee Connoisseur Club. The company currently operates in 44 countries on six continents and is privately held. For more information about Organo Gold, visit our website at www.organogold.com.

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