

ORGANO™ Opens in Vietnam

VANCOUVER, BRITISH COLUMBIA – October 24, 2015 – [ORGANO™](#), the gourmet coffee company that caters to consumers active lifestyles, today announced that it will open full operations in Vietnam December 2015. The Country is now in pre-registration. Andy Nguyen, will be the General Manager for ORGANO™ Vietnam, reporting to Dave Almarinez, Regional Vice President for ORGANO™ Asia. Neighboring countries such as Laos, Cambodia and Myanmar will also open operations under Thailand operations.

“The opening of Vietnam completes our goal of operating in all countries bordering the South China Sea; a critical component of our global business strategy,” stated [Bernardo Chua](#), Founder and Chief Executive Officer of ORGANO™. “We look forward to a prosperous and long-term relationship with the people of Vietnam.”

“Vietnam is one of the fastest growing economies in the world,” added ORGANO™ Co-Founder and Global Master Distributor [Shane Morand](#). “The cities continue to grow as the country shifts to a service economy and the young, aspirational population is shifting their coffee habits and demanding more convenient, premium products.”

“As the second largest producer of coffee in the world, most of the coffee producers in Vietnam are private and state-owned,” stated [Holton Buggs](#), Executive Vice President of International Sales and Marketing at ORGANO™. “We provide a high-demand, premium product and an entrepreneurial opportunity in a popular and profitable industry; unique among coffee companies.”

Coffee was first introduced into Vietnam by the French in the 1800s and popularity soared in the early 1900s as production shifted to the plantation system from small-scale producers. The Country’s overall coffee production suffered during the Vietnam War era, and what has emerged since the 1970s has been more of a state-owned, export industry.

ORGANO™ products that will be available for the full opening of Vietnam are: Gourmet Black Coffee, Gourmet Mocha, Gourmet Latte, Gourmet Hot Chocolate, Café Supreme, King of Coffee, and Black Ice Tea.

Founded in 2008, ORGANO™ remains focused on its mission to bring the treasures of the earth to the people of the world with premium products that help them live a divine lifestyle. ORGANO™ defines that as balance and maximum happiness in the areas of life – financial, family, social, mental, and physical. We meet this mission through the principles of the Napoleon Hill Foundation, with which the Company has a long-standing and exclusive collaboration. ORGANO™ offers its suite of products through its Independent Distributor network and to consumers through its Coffee Connoisseur Club in the United States and Canada.

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

About ORGANO™

Founded in 2008 with headquarters in Vancouver, British Columbia, and formerly known as Organo Gold, ORGANO™ brings the treasures of the earth to the people of the world by offering a variety of premium everyday products including coffees, teas, nutraceuticals and personal care items. ORGANO™ offers its suite of products through its Independent Distributor network and to consumers through its Coffee Connoisseur Club. The company currently operates in 47 countries on six continents and is privately held. For more information about ORGANO™, visit our website at www.organogold.com.