

News Release  
**For Immediate Release**

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**Grüvi Non-Alcoholic Beverages Sweeps Both Judges and People's Awards at Naturally Boulder's 16th Annual Pitch Slam**

*Winners of Shark-Tank Style Pitch Slam win prizes worth \$100,000*

BOULDER, Colo. (October 30, 2020) - Denver-based [Grüvi](#), one of Colorado's most beloved craft lines of non-alcoholic beer and wine, was awarded first place by a panel of judges at Naturally Boulder's 16th Annual [Pitch Slam](#) & [Autumn Awards](#) on Oct. 29 in addition to taking home the People's Choice Award. Grüvi earned a free booth at [Natural Products Expo East 2021](#) and a guaranteed opportunity to pitch at the Expo East Pitch Slam. [Mortal Kombucha](#) and [Bloombox Foods](#), a line of artisan dressings, took home second and third place, respectively.

"We'll be leveraging all the great resources won in the prize pack to continue our growth into 2021," said Grüvi Founder Niki Sawni. "There is a tremendous opportunity to help elevate the category for non alcoholic beers and wines, and we're excited to lead the way."

Ten young natural product companies had three minutes to pitch their products and three additional minutes to answer questions from a panel of judges. The first, second and third-place winners split a prize pack of a robust suite of business services from sponsors, such as free financial and legal advice, packaging design, strategy consulting from leading marketing and public relations agencies, and more – a total package worth \$100,000.

Other award winners presented at the Autumn Awards include:

- [Organic India](#), which won the Climate Catalyst Award, which reflects [Naturally Boulder's recent climate commitment](#). Organic Indian built the first LEED Platinum facility for an organic facility in India.
- [Rowdy Mermaid](#), which was awarded the Breakout Brand Award.
- [Haystack Mountain](#) CEO [Bill Capsalis](#), who took home the Industry Leader/Community Champ of 2020 award, presented to an individual who has advanced the Colorado natural and organic products community through deliberate and considerate advocacy, mentorship and leadership. Capsalis led the creation of Naturally Boulder's Educational Events, moderating 75 events over the past six years.

Naturally Boulder's biggest annual event "[Pitch Slam](#) & [Autumn Awards](#) featuring [Innovation Showcase](#)" was held online on October 29, via [New Hope Network's Spark Change](#) platform, for the first time, allowing people all over the world to "tune in" and vote for the winner.

In previous years, people had to attend the Innovation Showcase to meet exhibitors and sample their products. This year, event registrants were able to order two tailored consumer product good boxes, "Food and Beverages" and "Health and Wellness." [Both boxes are still available for purchase.](#) The "Food and Beverages" box is available for \$25, and the "Health and Wellness" box is available for \$35 (including shipping).

This year's well-known and well-respected Pitch Slam judges included [rePlant Capital](#) Co-Founder Robyn O'Brien, [Weller](#) Co-Founder John Simmons, [Birch Benders](#) Co-Founder and CMO Lizzi Ackerman, and CEO and President of [ONE Brands](#), Peter Burns.

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[Professional, high resolution photos available here;](#) additional photos available on request. 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 Boulder, CO and its extended region. Naturally Boulder members receive meaningful connections to mentors and peers, access to cutting-edge business education, and participate in community celebrations. Visit us online at <https://www.naturallyboulder.org/>, and find us on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#).

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