

Backgrounder SAMPLE:



The Acai Shack

Since its official opening in September of this year, the Acai Shack has grown to become a popular stop on the NSU campus. Students, educators, and staff make up the majority of its customers, which is consistently maintained by its prominent location in front of the Alvin Sherman Library.

The Acai Shack has received favorable reviews and attention, and a profile in *The Current*, the student newspaper at NSU, has brought notice to its benefits and growing popularity among the campus population. The Acai Shack's dedication to providing a broad range of smoothie and acai cup combinations is what makes it stand out.

With an innovative approach to menu development, Savanah makes sure that there is something to suit a wide range of palates and dietary requirements. The Acai Shack has developed into a gathering spot for health-conscious people looking for tasty and nourishing food, in addition to being a location to sate appetites.

Savanah Santos is guiding The Acai Shack toward success with her entrepreneurial passion and the help of the Huizenga Business Innovation Academy. With the vision and drive of its manager and founder, Savanah Santos, The Acai Shack, the bustling center of NSU's campus, is set to become a standard for people in search of a healthy and refreshing pleasure.

Bio Sketch SAMPLE:

Savanah Santos
CEO/Founder, The Acai Shack



Savanah Santos is a junior finance major at Nova Southeastern University and is the founder of The Acai Shack.

Santos is a member of Nova Southeastern University's Huizenga Business Innovation Academy. Throughout her time in the program, she developed a business plan that she could put into practice. Santos received a \$2,000 loan from the HBIA to start up her business.

Santos manages and runs The Acai Shack with her younger sister Ava Santos. She grew up in Massachusetts with parents who created and ran their own business leading to her interest in entrepreneurship.

The Acai Shack has only been open since September of this year and has been featured in NSU'S student newspaper, The Current. It caters to customers on NSU's campus in front of the Alvin Sherman Library.

The Acai Shack offers a variety of different combinations for acai cups and smoothies.

Fact Sheet SAMPLE:

THE ACAI SHACK

EXECUTIVE LEADERSHIP

SAVANAH SANTOS, CEO AND FOUNDER
AVA SANTOS, EMPLOYEE

LOCATIONS

FRONT SIDE OF ALVIN SHERMNA LIBRARY
SHARK CAGE, NEXT TO MAKO

SOCIAL MEDIA

INSTAGRAM : THEACAISHACK
TIKTOK: THEACAISHACKK

PRODUCTS

ACAI CUP
SMOOTHIES

BASES:

ACAI
OATMEAL

YOGURT

CHAI PUDDING

TOPPINGS :

GRANOLA

FRUIT

PEANUT BUTTER

NUTELLA

HONEY

ALMOND BUTTER

NO MILK

MISSION

PROMOTING A ACESSABILE HEALTHY LIFESTYLE
FOR COLLEGE STUDENTS AND PEOPLE ON
CAMPUS

News Release SAMPLE:



FOR IMMEDIATE RELEASE

Dec. 1, 2023

Media Contact:

Arianna Morel

XXX-XXX-XXXX

AM4738@MYNSU.NOVA.EDU

The Acai Shack introduces fall product, The Jack-O-Lantern

FORT LAUDERDALE, Fla. —On Friday, Dec. 1, The Acai Shack released a new product to their lineup. Located in front of the Alvin Sherman Library on Nova Southeastern University's campus, it offers an accessible healthy lifestyle for students and staff. The Acai shack will release The Jack-O-Lantern to commemorate the change in season.

The Jack-O-Lantern uses Acai base, granola, peanut butter, banana, white chocolate chips, pumpkin butter and pumpkin seeds. The product will be available starting Dec. 1 from 3 p.m. to 5 p.m.

"I am so excited to bring in some more fall tasting flavors to The Acai Shack" said Savanah Santos, CEO of The Acai Shack.

The Acai shack has been in business since September of this year and is in collaboration with NSU's Huizenga Business Innovation Academy

For more information about The Acai Shack, visit [www.Instagram.com/theacaishackkm](https://www.instagram.com/theacaishackkm)

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Media Pitch SAMPLE:

Hi Nicole,

My name is *Arianna Morel*, and I am the student ambassador for *The Acai Shack*. I follow your reporting in *The Current* and I know you often cover *NSU related* stories, such as your recent piece “*Jill Biden Visits NSU for Cancer Survivorship Summit.*”

The Acai Shack has been in business since September of this year and is in collaboration with NSU’s Huizenga Business Innovation Academy. The business is running by the Santos sisters, Savannah and Ava. They are located in front of the Alvin Sherman library on campus.

I am offering a one-on-one interview with founder and CEO Savannah Santos about their new fall acai the Jack-O-Lantern launching on Dec.1 from 3 p.m.- 5 p.m. If this is something that might interest you, please reach out to me by email.

For more information about The Acai Shack, visit [www.Instagram.com/theacaishackkm](https://www.instagram.com/theacaishackkm)

Kind Regards,

Arianna Morel

Student Ambassador

The Acai Shack

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XXX-XXX-XXXX