

## L.A.'s superfood brand, Xicama™, is test sampling their Jicama-based elixir at 2019 Toronto Pride



**Toronto, Jun 21, 2019** ([Issuewire.com](http://Issuewire.com)) - The world's first Jicama-based functional health elixirs, Xicama™ (Hee-kah-mix), and L.A.'s newest superfood brand, [Xicama™](http://Xicama.com) is a proud supporter of the LGBTQ+ community and are bringing their healthy gut-health elixirs north of the border this weekend, to serve-up wellness shots throughout Toronto's most celebrated weekend surrounding freedom, love, expression and understanding. Celebrity food experts, such as Goop's Gwyneth Paltrow, Food Network's Rachael Ray, and Genius Foods author Max Lugavere, are naming Jicama "The Superfood of 2019".

Jicama (hee-kamah), the star superfood ingredient of Xicama, and is a root vegetable native to Mexico. It has a fresh, lightly sweet taste, and is rich in Vitamin C, prebiotic fibre, and essential vitamins to boost gut and immune health.

"We are so excited to celebrate with the LGBTQ+ and Ally community at the 2019 Toronto Pride Festival. I have been connected and passionate about the LGBTQ+ community for as long as I can remember," says Canadian native [Mona Sharma](http://MonaSharma.com) CEO and founder of Xicama™. "Having members of my own family and close friends fighting for basic human rights has inspired my own mission to help others. The struggle for equality continues, and myself, my family and Xicama are empowered by those who have gone before us, showing the world what transformative effects love can have on a single soul and the soul of a community."

**XICAMA + Toronto Pride Festival = LOVE**

**Where:** Toronto Pride Festival Weekend

**Saturday 4PM-6PM** – TD Main Stage (Dundas Square)

**Sunday 5PM-7PM** – TD Main Stage (Dundas Square)

([Pride Guide](#) 2019)

**When:** Friday, June 21- Sunday, June 23rd

**What:** Jicama gut health elixir sampling

**Why:** To hydrate Pride Festival attendees with a delicious pre-biotic elixir! ***Drink to good health. Buena Salud!***

**How:** Free test sampling throughout the weekend

Having just launched at Coachella 2019 in collaboration with Bar Lab, they launched their Xicamix™ healthy cocktail mix at the Broken Shaker pop up in the Rose Garden VIP area.

"Jicama/Cucumber/Ginger" was the featured mix on the menu, boasting a classic, light, and refreshing flavour.

Xicamix™ cocktail mixes are available for purchase on Shopify across both the U.S. and Canada, and will be carried at various retailers, and The Gut Health Elixirs will be available for Fall 2019. Bar Lab has secured many pre-sales for Xicamix™ across their food service partnerships and will be creating exclusive Jicama-based cocktails for their vendors around the world.

This only the beginning for Xicama™. Along with these new and innovative Jicama-based products, Xicama™ will be rolling out Jicama Water, and Jicama Flour, in the near future. Stay tuned for more details! Will be launching in Canada towards the end of the year.

***Follow the festivities at #xicamapride***

- 30 -

For more information or any media requests, please contact Michelle Calvert at [michelle@lucidcommunications.ca](mailto:michelle@lucidcommunications.ca)

**About Xicama™:** Xicama™ was created by Holistic Nutritionist and Wellness Educator, Mona Sharma. For over a decade, Mona has studied the connection between food, gut health and vitality. Having recovered from two heart surgeries, and with a family history of autoimmune disease, Mona was amazed at the power we have to heal our bodies with Food. Mona's mission for Xicama™ is to create a line of functional food products that deliver the gut and immune boosting benefits of Jicama.

Xicama™ is rooted in centuries of ancient wisdom, playfully awakened for the modern world. The Jicama is consciously harvested in the Pacific coastal village of Sayulita, Mexico, and is passionately blended with all natural ingredients in sunny California. Enjoy the exotic, refreshing flavours and health boost of Xicama™.

The star superfood ingredient of Xicamix, Jicama (hee-kamah), is a root vegetable native to Mexico with

a fresh and lightly sweet taste. Celebrity food experts, such as Goop's Gwyneth Paltrow, Food Network's Rachael Ray, and Genius Foods author Max Lugavere, are naming Jicama "The Superfood of 2019", for its ability to nourish the body with Vitamin C, prebiotic fibre, and essential vitamins to boost gut and immune health.

Xicamix™, a collection of 3 first-to-market Jicama-based cocktail mixes created by Bar Lab/Broken Shaker for Xicama™ and their parent company IQ Foods International is only the beginning for Xicama™. Having just launched at Coachella this year, they sold out over both weekends and have already been gaining traction having been featured in Trendhunter, and The Miami Times. They were recently featured on CBC's Dragon's Den (The Original Shark Tank) and will be launching Jicama Water, Jicama Gut Health Elixir, and Jicama Flour, in the near future.

**About Mona Sharma:** Mona Sharma is a Registered Holistic Nutritionist, Wellness Coach, and NLP practitioner based in L.A. and Toronto. She's a mother to Elijah and baby India, a wife to Craig, who is a film director, and the founder and CEO of Xicama™, an innovative line of functional food and beverage products that deliver the gut and immune boosting benefits of Jicama.

In her late twenties, while working a high-powered, high-stress role in the corporate beauty world, Mona began to experience chronic anxiety, severe digestive issues, and heart palpitations that persisted after two heart surgeries. After hitting rock bottom, she decided to switch gears and turn her attention to her personal health, returning to her roots of living on an Ashram with her parents. She began to make use of the tools she obtained on the Ashram, where the emphasis was placed on bringing the mind and body back to balance through yoga, meditation, mantras, and Ayurvedic meals. After healing from her major health issues, Mona shifted her professional career toward health and wellness. She began working with professional athletes, celebrities, and CEO's to bring balance back to their lives, as well as peace and happiness back to their mindset, so they could thrive.

For over a decade, Mona has worked with clients on the mind-body connection, the link between inflammation, gut health and vitality, and the foods that fuel optimal health. One day, while pregnant with baby India, Mona was eating Jicama in her kitchen with her husband, when they decided to pull out the juicer to make some Jicama juice. Aware of its benefits for gut health and immunity, they kept the conversation going, leading to the establishment of her own company, IQ Foods International— for which Xicama™, innovative Jicama-based food and beverage line, is the flagship brand.

Mona's philosophy is that it's time for us to take back our health, and decide that we are worth more than living with symptoms we've gotten used to. Food, meditation, and movement are the ultimate pillars of a vibrant mind and body for life.

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Source : Xicama™

See on IssueWire : <https://www.issuewire.com/las-superfood-brand-xicama-is-test-sampling-their-jicama-based-elixir-at-2019-toronto-pride-1636968958810186>