



mediterrera<sup>®</sup>

MEDITERRANEAN NUTRITION

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**FOR IMMEDIATE RELEASE**

**INTRODUCING MEDITERRA<sup>®</sup>: THE FIRST ALL-NATURAL  
NUTRITION BARS INSPIRED BY THE MEDITERRANEAN DIET**

*Featuring The First Ever Truly Savory Nutrition Bars, Meditterra<sup>®</sup> is All-Natural, Non-GMO, Gluten-Free and Contains Wholesome Fruits and Vegetables Offering Healthy Mediterranean Nutrition with On-The-Go-Convenience.*

*Meditterra<sup>®</sup> Makes Its Debut at the Summer Fancy Food Show in New York City  
Booth # 4808*

**NEW YORK---June 17, 2014**—Mediterra<sup>®</sup> ([www.MediterraNutrition.com](http://www.MediterraNutrition.com)), the first company to introduce all-natural nutrition bars inspired by the Mediterranean Diet, today launched six new unique flavors including truly savory-flavored bars that contain healthful ingredients such as sundried tomatoes, olives and basil.

Featuring various fruits, vegetables and grains, the Meditterra<sup>®</sup> bars provide different snacking options for throughout the day. All bars are all-natural, non-GMO and Gluten-Free. The MSRP is \$1.99.

“Mediterra<sup>®</sup> is where ancient wisdom meets modern convenience,” says Telemaque Lavidas, founder of Meditterra<sup>®</sup>. “These bars are inspired by the time-tested Mediterranean Diet and everyone will enjoy the delicious taste, the clean ingredient label and appreciate the portable sustenance adapted to today’s hectic lifestyles.”

The bars come in three specific varieties (two bars per variety) that provide ancient nutrition in a modern and convenient way:

**The First Ever “Savory Bars”** – Flavors include Tomato/Basil/Capers and Olive/Walnut/Chives. The bars are rich in vegetable content, but low in calories, sodium and

sugar. With protein-rich pea crisps and a touch of olive oil, the Savory Bars are 1.4 ounces and contain six grams of protein and fiber. They are certified kosher and dairy free. The Savory Bars serve as an alternative to sweet snacks providing super foods and amaranth, an ancient grain;

**“Sesame Honey Energy Bars”** – Flavors include Sesame Seed/Pistachio/Greek Honey and Sesame Seed/Orange/Greek Honey. Traditionally known as “Pasteli,” these bars are dairy-free and contain only a few ingredients including, roasted sesame seeds, Greek honey, pistachios from Aegina Island or orange peel, respectively. The combination provides natural and long lasting energy. The bars are 1.3 ounces and contain five grams of protein two grams of fiber; and

**“Yogurt and Oat Bars”** – Flavors include Yogurt/Oat/Cherry Pistachio and Yogurt/Oat/Apricot Pistachio. Bottom covered with yogurt-style coating, the bars are 1.6 ounces, certified kosher and contain seven grams of protein. The bars also feature fig paste, sunflower seeds and raisins.

Lavidas adds, “Mediterra® bars are loaded with fiber, nutrients and vitamins instead of complex sugars, and saturated fats. It will fundamentally change a person’s idea of a snack bar.”

Mediterra® bars are packaged vertically, requiring minimal retail shelf space. The packaging design reflects the purity of the ingredients with a contemporary aesthetic that will catch a consumer’s eye.

After moving to New York from his homeland of Greece, Lavidas created Mediterra® after being inspired by his memories of delicious and healthy Mediterranean meals shared in the warmth of family and friends. He became passionate about adapting the traditional Mediterranean diet to meet the fast pace of modern life.

Less of a diet and more of a lifestyle, the Mediterranean Diet is a way of eating based on the traditional foods (and drinks) of the countries surrounding the Mediterranean Sea. There’s an emphasis on consuming more whole grains, fruits, greens and healthy fats, and less meat and sweets. It has been studied and noted by scores of leading scientists as one of the healthiest lifestyles in the world. The new Mediterra® bars adhere to this philosophy.

#### **ABOUT MEDITERRA®**

Headquartered in New York City, Mediterra® is the first company to offer ready-to-eat nutrition bars inspired by the Mediterranean Diet. Mediterra® nutrition bars in Savory, Yogurt and Oats and Sesame Honey Energy, offer a healthy snack alternative incorporating healthy fats, grains, seeds, vegetables, fruits and greens. It’s on-the-go fuel that’s perfectly suited for the marathon of contemporary life. For more information, please visit [www.MediterraNutrition.com](http://www.MediterraNutrition.com).

*MEDIA NOTE: SAMPLES AND PHOTOS ARE AVAILABLE*