



mediterrera[®]

MEDITERRANEAN NUTRITION

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FOR IMMEDIATE RELEASE

**MEDITERRA[®] NAMES ACOSTA SALES & MARKETING AS ITS U.S.
AGENCY FOR ITS NEW ALL-NATURAL NUTRITION BARS**

NEW YORK---July 29, 2014—Mediterra[®] (www.MediterraNutrition.com), the first company to introduce all-natural nutrition bars inspired by the Mediterranean Diet, today named Acosta Sales & Marketing, a leading full-service sales and marketing agency in the consumer packaged goods industry, as its U.S. sales agency.

Mediterra recently launched six new unique flavors including the first truly savory-flavored bars that contain healthful ingredients such as sundried tomatoes, olives and basil. Other bars feature various fruits, vegetables and grains. All Mediterra bars are all-natural, non-GMO and Gluten-Free. The MSRP is \$1.99.

“Acosta represents the most prestigious brands in the food industry and our partnership proves their inherent belief in the Mediterra bars,” says Marty Hagge, senior vice president of Sales and Marketing, Mediterra, Inc. “We’re confident that the combination of our delicious and healthy bars with their sales skills will ensure Mediterra bars on shelves across America.”

“Occasionally, we find a product that emphasizes a particular lifestyle and Mediterra is one of these brands,” says Mike Anderson, president of Natural Specialty Sales, a division of Acosta Sales & Marketing. “We’re excited to help introduce the first on-the-go nutrition bar that adheres to the Mediterranean Diet. The combination of a clean ingredient label, interesting flavors and delicious taste creates a winning product line.”

The six bars come in three specific varieties with two flavors to choose from in each category:

The First Ever “Savory Bars:” The bars are rich in vegetable content, but low in calories, sodium and sugar and contain protein-rich pea crisps and a touch of olive oil. Each Savory Bar is 1.4 ounces and contains 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. Flavors include:

- Tomato/Basil/Capers
- Olive/Walnut/Chives

“Sesame Honey Energy Bars:” –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. Each bar is 1.3 ounces and contains five grams of protein two grams of fiber. Flavors include:

- Sesame Seed/Pistachio/Greek Honey
- Sesame Seed/Orange/Greek Honey

“Yogurt and Oat Bars” –Bottom covered with yogurt-style coating, each bar is 1.6 ounces, certified kosher and contains seven grams of protein. The bars also feature fig paste, sunflower seeds and raisins. Flavors include:

- Yogurt/Oat/Cherry Pistachio
- Yogurt/Oat/Apricot Pistachio.

Less of a diet and more of a lifestyle, the Mediterranean Diet emphasizes 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.

ABOUT ACOSTA SALES & MARKETING

Acosta is the sales and marketing powerhouse behind most of the trusted brands seen in stores every day. The company provides a range of outsourced sales, marketing and retail merchandising services throughout the U.S. and Canada. For more than 85 years, Acosta has led the industry in helping consumer packaged goods companies move products off shelves and into shoppers’ baskets. Visit www.Acosta.com.