



mediterrera[®]

MEDITERRANEAN NUTRITION

MEDIA CONTACT:

Amy Goldsmith

(310)440-0646

agoldsmith@gkcommunications.net

FOR IMMEDIATE RELEASE

MEDITERRA[®] ANNOUNCES PRESTIGIOUS BOARD OF ADVISORS

NEW YORK---August 19, 2014—Mediterra[®] (www.MediterraNutrition.com), the first company to introduce all-natural nutrition bars inspired by the Mediterranean Diet, today publically announced the members of its corporate Advisory Board. With a wealth of knowledge in different areas related to food and wellness, the advisors were chosen to provide counsel to Mediterra's executive team and have played an integral role in the early product and brand development stages.

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.

The Mediterra Advisory Board includes:

Connie Diekman, RD - A registered dietitian and nutritionist communications consultant, she is a former president of the Academy of Nutrition and Dietetics, formerly the American Dietetic Association and co-author of *The Everything Mediterranean Diet Book: All You Need to Lose Weight and Stay Healthy!* She is currently director of University Nutrition at Washington University in St. Louis, Missouri;

Diane Kochilas – A Greek-American Chef, award-winning author of 18 books on Greek and Mediterranean cuisine, and host of Greece's most popular television cooking show. Diane's most recent book is *Ikaria: Lessons on Food, Life, and Longevity from the Greek Island Where People Forget to Die* (Rodale). Diane has consulted for Harvard, Yale and UMass Amherst, bringing healthy Greek choices to student dining menus and she is the collaborating chef at NYC's

Molyvos Restaurant. Every summer, she runs a cooking school on her family's native island, Ikaria; and

Spiros Fotinos –Inventor and expert in Mediterranean flora and how its ingredients can be applied in dietetic products.

“We are honored that Diane, Spiros and Connie agreed to participate as advisors to Mediterra,” says Telemaque Lavidas, founder of Mediterra. “While our advisors come from varying backgrounds, they all have exceptional careers and reputations that put them at the top of their respective fields. Their guidance and insight is priceless.”

Ongoing, the Advisory Board will provide guidance to Mediterra as the company continues to rapidly grow and gain international product distribution.

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.

(###)