



mediterr<sup>®</sup>

MEDITERRANEAN NUTRITION

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**FOR IMMEDIATE RELEASE**

**MEDITERRA<sup>®</sup> NUTRITION BARS TO MAKE MAJOR RETAIL DEBUT  
IN NATURAL GROCERS BY VITAMIN COTTAGE**

*Featuring the First Ever Truly Savory Nutrition Bars, Mediterra<sup>®</sup> Is Now On Store Shelves*

**NEW YORK---September 9, 2014**—Less than three months after its launch, award-winning Mediterra<sup>®</sup> ([www.MediterraNutrition.com](http://www.MediterraNutrition.com)), the first company to introduce truly savory-flavored nutrition bars that contain healthful ingredients such as sundried tomatoes, olives and basil, is now available in Natural Grocers by Vitamin Cottage([www.NaturalGrocers.com](http://www.NaturalGrocers.com)), a natural and organic specialty retailer.

Natural Grocers by Vitamin Cottage is the first large scale natural retailer to offer Mediterra bars. Currently, the rapidly growing Natural Grocers by Vitamin Cottage operates 86 stores in 14 states.

“Natural Grocers by Vitamin Cottage has stringent standards and bringing Mediterra into their stores is a huge endorsement,” says Mediterra Founder Telemaque Lavidas. “It’s an honor to partner and grow with them, while we aggressively continue to introduce our brand to consumers nationwide.”

The products we carry are free from artificial colors, flavors, preservatives, sweeteners, both hydrogenated and partially hydrogenated oils. We continue our search for additional snack items that taste good and meet these standards and Mediterra does that,” says Nancy Flynn, Marketing Director for Natural Grocers by Vitamin Cottage. “We’re looking forward to offering our customers another healthful way to snack, while on-the-go.”

Inspired by the Mediterranean Diet that’s considered by experts as one of the healthiest lifestyles in the world, Mediterra bars have six new unique flavors that feature various fruits, vegetables

and grains, providing different snacking options for throughout the day. All bars are all-natural, non-GMO and Gluten-Free. The MSRP is \$1.99.

The six unique bar flavors come in three specific varieties that provide ancient nutrition in a modern and convenient way:

**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, contains up to six grams of protein and 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, the bars are 1.6 ounces, certified kosher and contain seven grams of protein. The bars also feature fig paste, sunflower seeds and raisins. Flavors include:

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

After launching in June, the company named Acosta Sales & Marketing, a leading full-service sales and marketing agency in the consumer packaged goods industry, as its U.S. sales agency. In addition, the company has won two product awards including a 2014 *The Lempert Report* Innovator award for its savory bars <http://www.supermarketguru.com/the-lempert-report/whats-in-your-kids-school-lunch.html>.

#### **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*