



mediterrera[®]

MEDITERRANEAN NUTRITION

MEDIA CONTACT:

Amy Goldsmith

(310)440-0646

agoldsmith@gkcommunications.net

FOR IMMEDIATE RELEASE

**MEDITERRA[®] CONTINUES UNPRECEDENTED GROWTH WITH ITS
DEBUT IN SPROUTS FARMERS MARKET**

Mediterra Nutrition Bars Are Available in Retailers Nationwide

NEW YORK---October 21, 2014—Award-winning Meditterra[®] (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 Sprouts Farmers Markets (www.Sprouts.com), the second largest natural and organic specialty retailer with more than 180 stores in 10 states.

“We launched the Meditterra nutrition bars less than four months ago and we’re already available nationally in some of the most prestigious retailers,” says Meditterra Founder Telemaque Lavidas. “Meditterra’s growth rate is exciting and we’re honored to partner with Sprouts and other retailers who understand this is the next generation of nutrition bars.”

Inspired by the Mediterranean Diet, considered by experts as one of the healthiest lifestyles in the world, Meditterra bars offer six new unique flavors that feature various fruits, vegetables, seeds and grains, providing distinct options for different snacking occasions 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.

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.

MEDIA NOTE: SAMPLES AND PHOTOS ARE AVAILABLE