



mediterrera<sup>®</sup>

MEDITERRANEAN NUTRITION

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**FOR IMMEDIATE RELEASE**

**MEDITERRA<sup>®</sup> NUTRITION BARS TO MAKE TARGET STORES DEBUT**

*Featuring a New Five-Pack, Mediterra Will Appear in More Than 365 Target Stores Across the Country*

**NEW YORK---January 13, 2015**—Continuing its unprecedented growth since launching less than six months ago, award-winning Mediterra<sup>®</sup> ([www.MediterraNutrition.com](http://www.MediterraNutrition.com)), the first company to introduce truly savory-flavored nutrition bars, is now on store shelves at more than 365 U.S.-based Target stores (NYSE: TGT) ([www.Target.com](http://www.Target.com)) across the country. Customers can now purchase six flavors of individual bars as well as five-packs specifically created for Target. Each Mediterra bar flavor will have its own five-pack.

“Selling into such a prestigious account as Target, only six months after our brand introduction, represents a true validation of our products and we are particularly excited about this collaboration,” says Mediterra Founder Telemaque Lavidas. “Just in time for the New Years’ resolution season, we hope that Target consumers will embrace Mediterra bars’ clean labels and delicious taste as a better-for-you snacking solution.”

Inspired by the Mediterranean Diet, considered by experts as one of the healthiest lifestyles in the world, Mediterra 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 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](http://www.MediterraNutrition.com).

*MEDIA NOTE: SAMPLES AND PHOTOS ARE AVAILABLE*