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MEDITERRANEAN NUTRITION

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FOR IMMEDIATE RELEASE

MEDITERRA[®] NUTRITION BARS WINS 2015 GROCERY HEADQUARTERS SELLING WELLNESS TRAILBLAZER AWARD

NEW YORK---January 26, 2015—Mediterra[®] (www.MediterraNutrition.com), the first company to introduce truly savory-flavored nutrition bars based on the Mediterranean Diet, is named one of Grocery Headquarters “2015 Selling Trailblazers,” an annual award competition that recognizes innovation in the grocery segment.

This is the third product award for the company since its launch six months ago at the Summer Fancy Food Show. Other accolades include a 2014 *The Lempert Report* Innovator award <http://www.supermarketguru.com/the-lempert-report/whats-in-your-kids-school-lunch.html> and a 2014 BSC Bestie Kids Awards <http://www.bsckids.com/2014/07/summer-fancy-food-2014-bsckids-bestie-awards/>.

“The positive response to the Mediterra Nutrition Bars from the media, retail buyers and consumers alike has been incredible and exceeds our expectations,” says Mediterra Founder Telemaque Lavidas. “We’re ready for 2015 and winning the Grocery Headquarters award is an honor and a great way to kick-off the New Year.”

Since its launch, Mediterra Nutrition Bars already can be found at national retailers including more than 365 U.S.-based Target stores, Sprouts Farmers Markets, and Natural Grocers by Vitamin Cottage, among others.

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.

MEDIA NOTE: SAMPLES AND PHOTOS ARE AVAILABLE