



mediterr[®]

MEDITERRANEAN NUTRITION

MEDIA CONTACT:

Amy Goldsmith

(310)440-0646

agoldsmith@gkcommunications.net

FOR IMMEDIATE RELEASE

**MEDITERRA[®] NUTRITION BARS TO MAKE
NATURAL PRODUCTS EXPO WEST DEBUT**

Winner of the 2015 Grocery Headquarters Trailblazer Award, Mediterra Features The First Ever Truly Savory Nutrition Bars Inspired by the Mediterranean Diet.

Visit Mediterra[®] in the Next Pavilion Booth #7307

NEW YORK---February 17, 2015—Award-winning Mediterra[®] (www.MediterraNutrition.com), the first company to introduce all-natural nutrition bars inspired by the Mediterranean Diet, will make its Natural Products Expo West debut featuring its six new unique flavors including truly savory-flavored bars that contain healthful ingredients such as sundried tomatoes, olives and basil.

The Natural Products Expo West takes place March 6-8, 2015 at the Anaheim Convention Center. Mediterra is located in the Next Pavilion at booth 7307.

Fundamentally changing a person's idea of a snack bar, Mediterra bars feature various fruits, vegetables and grains, providing different snacking options for throughout the day. All bars are loaded with fiber, nutrients and vitamins instead of complex sugars and saturated fats. The bars are all-natural, non-GMO and Gluten-Free. The MSRP is \$1.99.

“The response to Mediterra since launching eight months ago is unprecedented,” says Telemaque Lavidas, founder of Mediterra. “Attending the Natural Products Expo West is truly a milestone and we anticipate that this show can propel our brand to the next level.”

Recently, Mediterra was 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 seven months ago. 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 six bars come in three specific varieties with two flavors to choose from in each category:

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 five 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.

Less of a diet and more of a lifestyle, the Mediterranean Diet is a way of eating based on the traditional foods (and drinks) of the countries surrounding the Mediterranean Sea. There’s an emphasis on consuming more whole grains, fruits, greens and healthy fats, and less meat and sweets. It has been studied and noted by scores of leading scientists as one of the healthiest lifestyles in the world. The new Mediterra® bars adhere to this philosophy.

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