



mediterr<sup>®</sup>

MEDITERRANEAN NUTRITION

**MEDIA CONTACT:**

Amy Goldsmith

(310)440-0646

[agoldsmith@gkcommunications.net](mailto:agoldsmith@gkcommunications.net)

**FOR IMMEDIATE RELEASE**

**JOHN HEATH JOINS MEDITERRA'S<sup>®</sup> ADVISORY BOARD**

***CHOBANI's Former Senior Vice President of Innovation Joins Other Advisors  
Helping to Guide Fast Growing Nutrition Company***

**NEW YORK---February 24, 2015**—Award-winning Mediterra<sup>®</sup> ([www.MediterraNutrition.com](http://www.MediterraNutrition.com)), the first company to introduce all-natural nutrition bars inspired by the Mediterranean Diet, today announced that John Heath, the former senior vice president of Innovation at CHOBANI will join its corporate Advisory Board.

“It’s a privilege to have John join our Advisory Board,” says Telemaque Lavidas, founder of Mediterra. “As an accomplished innovator and marketing expert, John’s expertise is highly coveted and he is a stellar addition to our team.”

Most recently Heath served as the senior vice president of Innovation at CHOBANI. He was among the first few executives hired early on at CHOBANI and in his time he helped grow the brand to number one in the category with more than one billion in sales.

Heath held many responsibilities at CHOBANI that spanned from consumer insights and innovation strategy, to product/packaging/design development and commercialization. During his tenure, Heath helped to conceive, commercialize and launch more than 50 new products including four new product platforms and many different packaging formats.

Prior to CHOBANI, Heath worked with top communications and advertising agencies helping clients to solve business problems, position brands, create new products and develop advertising communications. He has consulted with some of the most prestigious brands in the world including ABSOLUT, AT&T, General Mills, Johnson & Johnson, Lindt Chocolate, MasterCard, Nabisco, Newman’s Own, Nikon, and more.

Heath joins other Mediterra Advisory Board members who possess a wealth of knowledge in different areas related to food and wellness. Other Advisory Board members include: Connie Diekman, RD, Chef Diane Kochilas and Inventor Spiros Fotinos.

Mediterra is growing quickly and in seven months since its launch, already has national distribution in several retailers. Most recently, Mediterra was named one of Grocery Headquarters “2015 Selling Trailblazers,” an annual award competition that recognizes innovation in the grocery segment.

### **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***