



mediterrera<sup>®</sup>

MEDITERRANEAN NUTRITION

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**FOR IMMEDIATE RELEASE**

**MEDITERRA<sup>®</sup> NUTRITION BARS MAKE ITS CANADIAN DEBUT**

*The First Nutrition Bars Based on the Mediterranean Diet Are Now Available in Loblaws.*

**NEW YORK---April 21, 2015**—Award-winning Meditterra<sup>®</sup> ([www.MediterraNutrition.com](http://www.MediterraNutrition.com)), the first company to introduce truly savory-flavored nutrition bars that contain healthful ingredients such as sundried tomatoes, olives and basil, will be available throughout Canada at select Loblaws, Atlantic Superstores, Dominion, Zehrs, and Provigo supermarkets. Loblaws is Canada's largest retailer with more than 2,300 locations.

“With distribution in Canada, Meditterra is truly a North American brand,” says Meditterra Founder Telemaque Lavidas. “The growth we’ve made in less than one year and the feedback from retailers, consumers and industry insiders unanimously confirms that Meditterra 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. They are certified kosher and dairy free. Flavors include Tomato/Basil/Capers and 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. Flavors include Sesame Seed/Pistachio/Greek Honey and Sesame Seed/Orange/Greek Honey.

**“Yogurt and Oat Bars”** –Bottom covered with yogurt-style coating, the bars also feature fig paste, sunflower seeds and raisins. Flavors include Yogurt/Oat/Cherry Pistachio and 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*