



mediterrera[®]

MEDITERRANEAN NUTRITION

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FOR IMMEDIATE RELEASE

**MAY IS MEDITERRANEAN DIET MONTH:
NEW DIETARY GUIDELINES SUGGEST THAT AMERICANS FOLLOW
A MEDITERRANEAN DIET**

Mediterra Nutrition Bars Are the First Nutrition Bars Inspired by the Mediterranean Diet; Six Bar Flavors Including Savory, Make it Easy to Adhere to the Diet While On-The-Go.

NEW YORK---April 2, 2015—The Dietary Guidelines Advisory Council that helps shape the country’s official dietary guidelines, recently suggested that Americans follow a Mediterranean-style diet. The Mediterranean Diet has been studied and noted by scores of leading scientists as one of the healthiest lifestyles in the world.

May is Mediterranean Diet Month, where retailers, health professionals, chefs and the media discuss the benefits and offer suggestions on how to follow this type of lifestyle. The Mediterranean Diet emphasizes eating more whole grains, fruits, greens and healthy fats, and less meat and sweets. To make it easier to follow the lifestyle while on-the-go, Mediterra recently launched their new line of nutrition bars www.MediterraNutrition.com, the first bars that adhere to Mediterranean Diet philosophy and also fall well within the new dietary guidelines.

Featuring the first truly savory-flavored bars, Mediterra bars are loaded with fiber, nutrients and vitamins instead of complex sugars and saturated fats. Mediterra bars also feature ingredients native to the Mediterranean region including sesame seeds, sundried tomatoes, capers, walnuts, black olives and Greek honey. The bars are all-natural, non-GMO and Gluten-Free. The MSRP is \$1.99.

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.

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