



mediterrera[®]

MEDITERRANEAN NUTRITION

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FOR IMMEDIATE RELEASE

MEDITERRA[®] NUTRITION BARS DEBUT IN KROGER

*The First Nutrition Bars Based on the Mediterranean Diet Also Announce its
#GoTasteLife Campaign*

NEW YORK---June 16, 2015—Award-winning Meditterra[®] (www.MediterraNutrition.com), the first company to introduce truly savory-flavored nutrition bars that contain healthful ingredients such as sundried tomatoes, olives and basil, is now available at more than 600 Kroger supermarkets across the country. Kroger is one of the world’s largest retailers.

“This is a huge milestone for Meditterra due to the quantity of stores and the amount of exposure we will receive,” says Telemaque Lavidas, founder of Meditterra. “Kroger provides an enormous platform to offer more consumers a healthy and satisfying snack based on the Mediterranean diet, considered one of the healthiest lifestyles in the world.”

Meditterra bars come in six unique flavors featuring 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.

In addition, the company also announced today its “#GoTasteLife” campaign that gets to the essence of the brand: eating nutritious food and engaging in social and physical activities that create a fulfilling, happy and healthy life. The campaign will feature taste makers and influencers from around the world and offer consumer giveaways.

#GoTasteLife is inspired by Meditterra Founder Telemaque Lavidas who has wonderful memories of eating delicious and healthy Mediterranean meals shared in the warmth of family and friends in his Greek homeland. Lavidas is passionate about adapting the traditional Mediterranean diet to meet the fast pace of modern life.

Mediterra's six bar flavors come in three specific varieties that provide ancient nutrition in a modern and convenient way:

The First Ever “Savory Bars” with flavors that include Tomato/Basil/Capers and Olive/Walnut/Chives; **“Sesame Honey Energy Bars”** featuring Sesame Seed/Pistachio/Greek Honey and Sesame Seed/Orange/Greek Honey; and **“Yogurt and Oat Bars”** in Yogurt/Oat/Cherry Pistachio and Yogurt/Oat/Apricot Pistachio flavors.

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.#GoTasteLife.

MEDIA NOTE: SAMPLES AND PHOTOS ARE AVAILABLE