



mediterr[®]

MEDITERRANEAN NUTRITION

MEDIA CONTACT:

Amy Goldsmith

(310)440-0646

agoldsmith@gkcommunications.net

FOR IMMEDIATE RELEASE

**MEDITERRA[®] NUTRITION BARS GAIN DISTRIBUTION IN MIDWEST,
SOUTH AND WESTERN UNITED STATES GROCERY STORES**

*With a Record Growth Rate, The First Nutrition Bars Based on the Mediterranean Diet Are
Now Available in H-E-B, Fresh & Easy, Schnucks and Dierbergs.*

NEW YORK---July 28, 2015—Award-winning Mediterra[®] (www.MediterraNutrition.com), one of America’s fastest growing snack brands, today announced it has added distribution in more than 800 marquee stores nationwide that include H-E-B, Fresh & Easy, Schnucks and Dierbergs. The stores will feature Mediterra nutrition bars, the first bars based on the Mediterranean Diet.

“Mediterra’s continued growth affirms that people clearly want a delicious, healthy and convenient snack that’s different than what’s already on store shelves,” says Telemaque Lavidas, founder of Mediterra. “The Mediterranean Diet is repeatedly proven to be one of the most healthful ways to eat and Mediterra nutrition bars make it easier for people to follow and adhere to this lifestyle.”

Recently, Mediterra observed its first corporate anniversary celebrating authorized distribution in more than 3,000 markets throughout North America including two of the largest retailers in the world: Kroger and Loblaws. Other retailers include Sprouts, Natural Grocers by Vitamin Cottage, Pharmaca, Whole Foods Market locations in the West and more.

Mediterra nutrition bars 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 -\$2.49.

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