



mediterrera<sup>®</sup>

MEDITERRANEAN NUTRITION

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**FOR IMMEDIATE RELEASE**

**MEDITERRA<sup>®</sup> INTRODUCES TWO NEW SAVORY NUTRITION BARS**

*Adhering to the Mediterranean Lifestyle, the New Kale/Pumpkin Seed and Bell Pepper/Green Olive Are All-Natural, Low in Sugar, Non-GMO, Gluten-Free, and Dairy-Free.*

**NEW YORK---October 13, 2015**— Following its successful launch just over one year ago, award-winning Meditterra<sup>®</sup> ([www.MediterraNutrition.com](http://www.MediterraNutrition.com)), the first company to introduce all-natural nutrition bars inspired by the Mediterranean Diet, has added two new Savory Bar flavors: Kale/Pumpkin Seed and Bell Pepper/Green Olive. With these new flavors, Meditterra now offers four truly savory bars that also include Sundried Tomato/Basil and Black Olive/Walnut.

“After our initial launch, the response to Meditterra’s Savory Bars was overwhelmingly positive so the need to create additional flavors became obvious,” says Telemaque Lavidas, founder of Meditterra. “People are tired of sweet nutrition bars and are paying close attention to sugar intake. Meditterra’s Savory Bars address both issues.”

Like the original Tomato/Basil and Black Olive/Walnut Savory Bars, the new Kale/Pumpkin Seed and Bell Pepper/Green Olive flavors are low in calories and sugar. All the Meditterra Savory Bars have less than four grams of sugar with no added sugars or sweeteners. The Kale/Pumpkin Seed and Bell Pepper/Green Olive bars have only one and two grams of sugar, respectively. In addition, Kale/Pumpkin Seed contains six grams of protein and Bell Pepper/Green Olive five grams of protein.

Rich in vegetables, nuts, herbs and seeds the bars also contain protein-rich pea crisps, amaranth and olive oil. Each Savory Bar weighs 1.23 ounces and is all-natural, non-GMO, Gluten-Free, certified kosher and dairy free. The MSRP is \$1.99.

Lavidas adds, “You can actually see and taste the vegetables, seeds, herbs and grains when you’re eating a Mediterra Savory Bar. It’s real food and it’s delicious, convenient and satisfying.”

All Mediterra bars are based on the Mediterranean Diet that has been studied and noted by scores of leading scientists as one of the healthiest lifestyles in the world.

In addition to the first ever truly “Savory Bars,” Mediterra also offers four other bar flavors that provide ancient nutrition in a modern and convenient way: “Yogurt and Oat Bars” in Yogurt/Oat/Cherry Pistachio and Yogurt/Oat/Apricot Pistachio flavors; and “Sesame Honey Energy Bars” featuring Sesame Seed/Pistachio/Greek Honey and Sesame Seed/Orange/Greek Honey.

Mediterra bars are available in more than 4,000 individual retail locations throughout North America including Kroger, Loblaws, Sprouts, Natural Grocers by Vitamin Cottage, Pharmaca, Whole Foods Market locations in the West, H-E-B, Fresh & Easy, Schnucks, Dierbergs and more.

#### **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). [#GoTasteLife](https://twitter.com/GoTasteLife).