



mediterrra®

MEDITERRANEAN NUTRITION

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FOR IMMEDIATE RELEASE

**MEDITERRA® WINS PROGRESSIVE GROCER
“EDITORS PICK” AWARD**

Mediterra’s Savory Bar with Kale and Pumpkin Seeds Considered a Top Consumer Product

Sample Mediterra Nutrition Bars at the Natural Products Expo at Booth 8213

NEW YORK---September 7, 2016— Mediterra’s savory nutrition bar with Kale and Pumpkin Seeds was named a 2016 “Editor’s Pick” by *Progressive Grocer* magazine, a leading trade publication.

With more than 800 entries, Mediterra’s Kale and Pumpkin Seeds bar was selected based on innovation, taste/functionality and value.

“We introduced the Kale and Pumpkin Seeds bar nearly a year ago and it quickly became a favorite,” says Telemaque Lavidas, founder of Mediterra. “Consumers want an alternative to high sugar sweet snacks and look for products with solid and healthful nutritional. Mediterra bars offer this. We’re honored to be recognized by our prestigious colleagues at Progressive Grocer.”

Mediterra is the first bar company based on the Mediterranean diet and the first to launch truly savory nutrition bars. The Kale and Pumpkin Seeds bar has only one gram of sugar and contains six grams of protein. Rich in vegetables, nuts, herbs and seeds the bar also contains protein-rich pea crisps, amaranth and olive oil. It’s also all-natural, non-GMO, Gluten-Free, certified kosher and dairy free. The MSRP is \$1.99.

Other Mediterra Savory Bar flavors include Sundried Tomato/Basil, Black Olives/Walnuts and Bell Peppers/Green Olives.

Retailers interested in the Mediterra bars can meet with executives September 22-24, 2016 at booth 8213 at the Natural Products Expo East that takes place in Baltimore.

In addition to the first ever truly “Savory Bars,” Mediterra also offers “Yogurt and Oat Bars” with Cherry/Pistachio and 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. [#GoTasteLife](https://www.instagram.com/GoTasteLife).

MEDIA NOTE: SAMPLES AND PHOTOS ARE AVAILABLE