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MEDITERRANEAN NUTRITION

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FOR IMMEDIATE RELEASE

**MEDITERRA’S KALE/PUMPKIN SEEDS SAVORY NUTRITION BAR
WINS TWO “BEST” AWARDS BY LEADING FOOD TRADE
PUBLICATIONS**

The Kale/Pumpkin Seeds Savory Nutrition Bar Wins the “Editor’s Pick,” by Progressive Grocer magazine and the 2016 Best New Product Award in the Healthy Snacks/Bar Category by Convenience Store News.

NEW YORK---OCTOBER 2016— Last week, Mediterra’s[®] (www.MediterraNutrition.com) Kale/Pumpkin Seeds Savory nutrition bar was named the *Convenience Store News* “2016 Best New Product Award in the Healthy Snacks/Bar Category,” at the National Association Convenience Store Convention (NACS) in Atlanta. <http://www.csnews.com/industry-news-and-trends/special-features/csnews-2016-best-new-products-awards-go?cc=3>. Mediterra was presented with the award nearly one month after *Progressive Grocer* named the Kale/Pumpkin Seeds bar an “Editor’s Pick,” based on innovation, taste/functionality and value. <http://magazine.progressivegrocer.com/i/723369-sep-2016/69>

“Mediterra introduced the Kale/Pumpkin Seeds nearly one year ago and it became an instant consumer favorite,” says Telemaque Lavidas, founder of Mediterra. “It’s a winning combination with great taste and solid nutritionals and we appreciate that our colleagues who see thousands of new products annually, recognize Mediterra’s Kale/Pumpkin Seeds bar as a winner.”

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.

In addition to the first ever truly “Savory Bars,” Mediterra also offers “Yogurt and Oat Bars” in Yogurt/Oat/Cherry Pistachio and Yogurt/Oat/Apricot Pistachio flavors. Each bar is 1.6 ounces, certified kosher, non -GMO, Gluten-Free and contains seven grams of protein. The bars also feature fig paste, sunflower seeds and raisins.

Less of a diet and more of a lifestyle, the Mediterranean Diet is a way of eating based on the traditional foods (and drinks) of the countries surrounding the Mediterranean Sea. It has been studied and noted by scores of leading scientists as one of the healthiest lifestyles in the world. Mediterra® bars adhere to this philosophy.

Mediterra bars are available in retailers throughout North America.

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 and Yogurt and Oats 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