



mediterr<sup>®</sup>

MEDITERRANEAN NUTRITION

**MEDIA CONTACT:**

Amy Goldsmith

(310)440-0646

[agoldsmith@gkcommunications.net](mailto:agoldsmith@gkcommunications.net)

**FOR IMMEDIATE RELEASE**

**MEDITERRA<sup>®</sup> INTRODUCES TWO NEW “YOGURT & OAT”  
NUTRITION BARS**

*Adhering to the Mediterranean Lifestyle, the New Lemon & Walnuts and Fig & Almonds Bars  
Are All-Natural, Non-GMO and Gluten-Free*

*New “Yogurt & Oat” Mediterra Bars Make its World Debut on HSN*

**NEW YORK---January 3, 2017** —Award-winning Mediterra<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 Yogurt & Oat flavors: Lemon & Walnuts and Fig & Almonds. With these new flavors, Mediterra now offers four Yogurt & Oat bars that also include Cherry & Pistachio and Apricot & Pistachio.

Mediterra’s two new Yogurt & Oat flavors will make its world debut today on HSN during the 5a.m. (EST) and 11a.m. (EST) shows. Consumers interested in immediately trying the new flavors can purchase the bars at [www.HSN.com](http://www.HSN.com) and beginning January 4<sup>th</sup> on [www.MediterraNutrition.com](http://www.MediterraNutrition.com). Retailers nationwide will soon carry the new flavors as well.

“These new flavors also adhere to the Mediterranean Diet, considered by experts to be one of the healthiest ways to eat,” says Telemaque Lavidas, founder of Mediterra. “Like all Mediterra nutrition bars, the new Yogurt & Oat bars will fundamentally change a person’s idea of a snack bar as they are loaded with fiber, nutrients and vitamins instead of complex sugars and saturated fats.”

The new bar ingredients are consumer and dietitian favorites. For example, walnuts have been part of the human diet for thousands of years and are rich in omega-3 fats and contain higher amounts of antioxidants than most other foods. Figs are high in fiber and a good source of

several essential minerals and vitamins, while almonds contain healthy fats, fiber, protein, magnesium and vitamin E.

Like the original, the new delicious Yogurt & Oat bars are bottom covered with yogurt-style coating, 1.6 ounces, all-natural, non-GMO, gluten-free, certified kosher and contain six grams of protein. The MSRP is \$1.99.

In addition to the Yogurt & Oat bars, Mediterra is best known for creating the first ever truly “Savory Bars.” All the Mediterra Savory Bars are low in calories, and have less than 3 grams of sugar. Savory flavors include: Sundried Tomato & Basil, Black Olives & Walnuts, Bell Peppers & Green Olives, and the award-winning Kale & Pumpkin Seeds.

### **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 & Oats offer a healthy snack alternative. Available in retailers nationwide, Mediterra bars incorporate 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. @mediterra\_nutrition

*Photos and Samples Available By Request*