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MEDITERRANEAN NUTRITION

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FOR IMMEDIATE RELEASE

**MEDITERRA[®] INTRODUCES
TWO NEW SAVORY NUTRITION BARS**

May is Mediterranean Diet Month; Mediterra's[®] Two New Savory Nutrition Bars: Kale, Apple, Quinoa & Almonds and Kale, Pomegranate, Quinoa & Almonds Make it Easy to Adhere to the Mediterranean Lifestyle While On-The-Go.

NEW YORK---May 9, 2017— Award-winning Mediterra[®] (www.MediterraNutrition.com), the first company to introduce all-natural nutrition bars inspired by the Mediterranean Diet, has added two new Savory flavors: Kale, Apple, Quinoa & Almonds and Kale, Pomegranate, Quinoa & Almonds. Like Mediterra's other Savory bars, these new flavors are all natural, non-GMO, Gluten-Free, certified Kosher, dairy-free, vegan, low in calories and contain less than three grams of sugar. The SRP is \$1.99.

“Many people are tired of sweet flavors and don't want sugar in their food,” says Telemaque Lavidas, founder of Mediterra. “Consumers, buyers, registered dietitians and the media have all responded with accolades to our Savory bars so we've created additional flavors to meet their requests. Mediterra bars are an ideal, substantive and convenient snack.”

The new Savory bars also contain nuts, herbs, protein-rich pea crisps, and olive oil. Each Savory Bar weighs 1.23 ounces, has five grams of fiber and six grams of protein.

In addition to the Kale/Apple and Kale/Pomegranate, Mediterra recently introduced two new Yogurt & Oat flavors: Lemon & Walnuts and Fig & Almonds. 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.

“With Mediterra bars you can see the healthful ingredients in the bar and you know what you’re eating,” says Lavidas. “There are no surprises, no guilt, just satisfaction.”

Ingredients in both the Savory and Yogurt & Oat bars are native to the Mediterranean region and are based on the Mediterranean Diet, considered by experts as one of the healthiest lifestyles in the world.

Celebrated during the month of May, the Mediterranean Diet is a way of eating based on the traditional foods (and drinks) of the countries surrounding the Mediterranean Sea. There’s an emphasis on consuming more whole grains, fruits, greens and healthy fats, and less meat and sweets. Mediterra bars adhere to this philosophy.

Mediterra bar flavors include, Sundried Tomato & Basil, Black Olives & Walnuts, Bell Peppers & Green Olives, Kale & Pumpkin Seeds, Kale, Apple, Quinoa & Almonds, Kale, Pomegranate, Quinoa & Almonds, Cherry & Pistachio, Apricot & Pistachio, Lemon & Walnuts and Fig & Almonds.

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 & Oat varieties 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