



PRESS RELEASE
For Immediate Release

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ChiaVie® Introduces New Greener Packaging and Larger Size

The world's first ground chia smoothie now available in recyclable PET plastic bottles

(Monterey, CA) – September 5, 2012 —The world's first ground chia seed smoothie, ChiaVie® (www.drinkchiavie.com) launched last summer, and in the past year the company has experienced tremendous growth from its Northern California roots throughout California and continues to spread through the western US. ChiaVie® has gained distribution in Arizona, Nevada, Colorado, and Texas in a variety of natural foods retailers. With such an increase in demand, ChiaVie® has adopted plastic for new containers and added an extra 2fl oz bringing the new bottles to a larger 12fl oz size.

The new bottles are adorned with the same bright and recognizable branding on a full bottle sleeve with an extra added benefit of a peep-hole for curious consumers to view the ground and blended contents that set ChiaVie® apart from other Chia drinks. ChiaVie® continues to be available in its three shelf-stable flavors, Banapple-Berry, Mango-J, and Acerola-Pina.

ChiaVie's® new larger 12fl oz plastic bottles will remain at the same reasonable price of \$3.49 - \$3.69, further sharing the company's commitment to great value for money. Each new bottle contains a healthy boosting 2500 mg of Omega-3's, 985 mg of Omega-6's and 405 mg of Omega-9's and over 2 full servings of fruit.



“We are excited for consumers to experience our new packaging and are delighted to be able to offer an additional 2 oz. more for the same price.” said ChiaVie's® Founder/Owner, Camille Reith. In addition, when asked about the environmental aspect of ChiaVie's® move from aluminum to plastic containers, Camille Reith shared, “Although material selection is always a difficult decision, a comprehensive review of the various life cycle assessments on beverage containers led us to choose PET containers for our products. Many consumers are surprised to learn that PET typically outperforms aluminum and glass in many supply chains.”



ChiaVie's® new packaging fits into an on-the-go lifestyle because of its lightness, portability, as well as shelf-stableness. ChiaVie® also provides consumers with the added benefit of being able to see the smoothies ground chia seeds, which not only provide a more appealing and smooth mouth-feel, but also, based on recent studies enable better absorption of Omega-3's compared to whole seeds.*

Ground chia seeds offer tremendous opportunity to improve nutrition by providing a natural source of omega-3 fatty acids, antioxidants, and dietary fiber. ChiaVie® unlocks the ancient nutritional secrets of the Aztec and Mayan peoples in the form of a nutritious and tasty smoothie. Look out for ChiaVie® this summer in their new larger convenient plastic bottles containing two extra ounces of the same great ingredients and delivering a delicious tasting smoothie with all the goodness of chia.

About ChiaVie®

ChiaVie® by Bare Nutrition is a line of delicious, low calorie chia seed and fruit blend smoothies made from all-natural ingredients. Containing real fruit with no added sugar, ChiaVie® is both vegan and gluten-free and is the only chia beverage that uses ground chia seeds providing a smooth and appealing texture. ChiaVie® is an excellent source of natural energy and is rich in omega-3 fatty acids, antioxidants, and fiber. Available in three delicious flavors including Acerola-Pina Smoothie, Mango-J Smoothie, and Banapple-Berry Smoothie, ChiaVie® is shelf stable and perfect for on-the-go. Products are sold in select retailers including Whole Foods Market and can be purchased on ChiaVie's® website. For further information about ChiaVie®, please visit www.drinkchiavie.com. For media related inquiries or sample requests, please contact Leigh-Anne Anderson at (805) 969-3744 or via email at landerson@christiecomm.com.

* David C. Nieman, Nicholas Gillitt, Fuxia Jin, Dru A. Henson, Krista Kennerly, R. Andrew Shanely, Brandon Ore, MingMing Su, and Sarah Schwartz. The Journal of Alternative and Complementary Medicine. July 2012, 18(7): 700-708. doi:10.1089/acm.2011.0443.