



For Immediate Release

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Powerful Yogurt Named Best Yogurt of 2013

First-of-its kind Greek yogurt designed for men also named finalist in Best New Brand or Business Category

MIAMI, Fla. (June 24, 2013) Powerful Yogurt, the first-ever Greek yogurt designed for men, has been named Best Yogurt of 2013 by FoodBev's Dairy Innovation Awards program, continuing its highly successful launch trajectory. Drawing from a large and international field of competitors, a global panel of judges selected Powerful Yogurt as the category winner for its innovative qualities including its high natural protein content, its "man-sized" 8oz. presentation, unique packaging design and the brand's focus on the previously underserved male market.

Powerful Yogurt was also named as a finalist in the Best New Brand or Business awards category.

"As a new company that's doing things differently and building the yogurt for men category from the ground up, we are honored and humbled to receive this major industry award," said Carlos Ramirez, Founder and CEO of Powerful Yogurt. "We knew that men – and especially active men – needed a product that was tailored specifically to their needs, and the Best Yogurt award further validates that we are delivering what male consumers want to see."

Powerful Yogurt sports a black and red package with contoured abs on the side of its yogurt cups, a connection to the company's "Find Your Inner Abs" tagline that encourages all guys to get fit with the help of smart food choices and an active lifestyle.

In addition to its high protein content and a serving size that is 50 percent bigger than the average U.S. yogurt presentation, Powerful Yogurt is all-natural and free of fat, gluten and GMOs.

Powerful Yogurt comes in six delicious flavors including Plain, Blueberry Acai, Banana, Apple Cinnamon, Mango, and Strawberry. Each flavor is designed to be an ideal pre- or post-workout energy boost or to be eaten alongside breakfast, lunch or dinner, as a meal replacement or as a snack.

Powerful Yogurt 2013 sales are on track to exceed initial forecasts by more than 75 percent. For store information and a BOGO coupon, visit www.powerful.yt.

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About Powerful Yogurt

Founded by a group of men in search of the perfect food for their active, health-conscious peers, Powerful Yogurt is an all-natural line of protein-rich Greek yogurt available in six delicious flavors. It is the first yogurt in the U.S. specifically designed for men and men's health needs. The product is a trademark of Powerful Men, LLC. The product was officially launched in March, 2013.