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Powerful Yogurt Launches All Natural, High Protein Drink

The Powerful Yogurt Drink is the first high protein drink made with a Greek yogurt base, growing the company's portfolio of active lifestyle food products

MIAMI, FL. (Jan. 05, 2015) – Powerful Yogurt announced today the launch of its all-natural, high protein drink with 20 grams of protein. The Powerful Yogurt Drink will be the first and only drink in its category made with a naturally protein-rich Greek yogurt base.

The Powerful Yogurt Drink is differentiated by its 100% natural ingredients lineup. Unlike other drinks in the protein drink space, the Powerful Yogurt Drink contains no artificial flavors, no artificial sweeteners and no preservatives. Orders will begin shipping immediately in three flavors – Blueberry Açai, Chocolate and Vanilla Maple. The Powerful Yogurt Drink is shelf-stable for 12 months and does not require refrigeration. The drink is gluten free and Kosher and will be available in single-serve 12oz. bottles as well as 4-pack containers.

“We are very excited to introduce the first high protein drink made with Greek yogurt at a time when consumers are demanding nothing but 100 percent natural, clean products.” said Founder and CEO Carlos Ramirez. “The Powerful Yogurt Drink is a response to those demands, and we’re proud to be a company fueling the shift to natural, high performance products. Gone are the days of active people purchasing products with long and unpronounceable ingredient lists.”

The Powerful Yogurt Drink is the latest product to join Powerful Yogurt’s great tasting, all-natural, high protein product lineup. The Powerful Yogurt portfolio now includes Powerful Yogurt, Powerful Yogurt PLUS+ with whole grains, Powerful Yogurt Bars with live probiotics, and the Powerful Yogurt Drink. The company’s products are now available at nearly 2,000 grocery stores across the country as well as online at powerful.yt and Amazon. Powerful Yogurt products are also available through distributors including KeHe, UNFI, Cedar’s Foods, Dora’s Naturals and C&S.

For more information, store locations and online sales, visit powerful.yt.

About Powerful Yogurt

Powerful Yogurt is committed to championing the active lifestyle by creating delicious, all-natural, high-protein products. The company’s products are sold across the U.S., Ireland and the United Kingdom. All products are registered trademarks of Powerful Men, LLC.