



For Immediate Release

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First-of-Its-Kind Powerful Yogurt to Launch at Expo West

All-natural, super-protein Greek yogurt is first in U.S. designed specifically for men

MIAMI, Fla. (Feb. 26, 2013) – Powerful Yogurt, the first Greek yogurt in the U.S. designed for men, will officially launch its all-natural product line at the Natural Foods Expo West tradeshow, March 8-10, 2013 at the Anaheim Convention Center.

Powerful Yogurt is a super-protein Greek yogurt that aims to serve the health and performance needs of busy men with active lifestyles. With 20-25 grams of protein per “man-sized” 8 oz. serving, Powerful Yogurt is formulated to help men build muscle, burn fat, improve digestive health and increase fertility. In addition, the product line is gluten-free and kosher.

“We worked hard to create a product that would encourage men to stay healthy and energized in a world where eating well can be hard to do,” said Carlos Ramirez, Founder and CEO. “We’ve already gotten a fantastic response from consumers and retailers in our greater New York City test area and are very excited to formally introduce Powerful Yogurt to thousands of people at Expo West,” said Carlos Ramirez, Founder and CEO.

In the spirit of Powerful Yogurt’s challenge to “find your inner abs” as part of the larger quest for a healthy, active lifestyle, the Powerful Yogurt booth (#5381) will offer visitors an interactive opportunity to see their own abs, assess their fitness and talk with the company’s founders.

All six Powerful Yogurt flavors are fat-free and come in the company’s signature black and red packaging. Powerful Yogurt is currently available at grocery stores across New York, Connecticut and New Jersey.

For more information, visit 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. The product is a trademark of Powerful Men, LLC.

About Expo West Natural Products Expo West is the world's largest and premier tradeshow for the natural, organic and healthy products industry. Since 1981, Natural Products Expo West has been the leading independent voice and industry event. In 2012, the event attracted more than 60,000 industry members and over 3,000 exhibits showcasing products in the categories of natural and specialty foods, organic, supplements, health and beauty, natural living and pet products.