



For Immediate Release

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Powerful Yogurt Bounds into Marketplace with Official Expo West Launch

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

MIAMI, Fla. (March 19, 2013) – Powerful Yogurt, the first Greek yogurt in the U.S. designed for men, officially declared its arrival to the marketplace with a launch at the Natural Foods Expo West tradeshow, March 8-10, 2013 at the Anaheim Convention Center.

Powerful Yogurt earned three award nominations across the dairy, natural food and gourmet categories, including the 2013 Dairy Innovation Award from FoodBev Media as well as nominations for the 2013 Gourmet Product Awards and the 2013 Natural Product Awards.

The product is differentiated from existing Greek yogurts by its 20-25 grams of natural protein per serving, a “man-sized” 8 oz. cup that is 33 percent larger than most individual-serving Greek yogurts and marketing and packaging that speaks to active male consumers.

“We are thrilled by the immediate and enthusiastic response that people have had to the nutrition profile, taste and concept of Powerful Yogurt,” said Carlos Ramirez, Founder and CEO. “Our focus now is expanding distribution to meet demand for the product and continuing to listen to the male audience as we build this new dairy category from the ground up.”

With its high protein content and seven active cultures, Powerful Yogurt is formulated to help men build muscle, burn fat and improve digestive health. It is a kosher product free of fat, gluten and GMOs.

All six Powerful Yogurt flavors (plain, banana, blueberry açai, strawberry, apple cinnamon and mango) are sold 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. 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.