



Contact: Jenn Pansegrau
Formula
619-234-0345
pansegrau@formulapr.com

CALNATURALE SVELTE® INTRODUCES NEW 11-OUNCE SIZE

Premium Protein Shake Brand Teams Up with Yoga and Pilates Expert Kristin McGee to Debut On-the-Go Offering

LATHROP, Calif. (September 19, 2012)—[CalNaturale Svelte®](#), a premium protein shake that provides great taste, sustained nutrition and energy through pure and simple ingredients, today announced the launch of its 11oz. size, providing a solution to consumers' need for an on-the-go protein shake that offers fewer calories. The new, USDA Certified Organic 11oz. size is initially available in three naturally delicious flavors—Chocolate, French Vanilla and Cappuccino—and mirrors its 15.9oz. counterpart in design and availability in recyclable Tetra-Pak containers.

“While our consumers love the delicious taste and exceptional nutritional benefits of Svelte, a growing number of consumers were seeking organic alternatives as well as options that deliver fewer calories—which was the driving force in our decision to offer Svelte in this smaller size,” says Pat Mitchell, president and founder of CalNaturale. “Health-minded individuals now have an opportunity to enjoy Svelte as a more convenient, reduced size that is also certified organic, perfect for in-between meals and while on-the-go.”

CalNaturale Svelte is a non-dairy, gluten-free alternative to other energy and protein beverages on the marketplace today. The 11oz. Svelte has only 180 calories while still delivering 5g of fiber, 11g of protein from a fresh, organic soymilk base, and only 6g of sugar. These benefits make it easier for active adults interested in maintaining overall wellness and health to receive the nutritional benefits of Svelte at any time of day.

Leading fitness expert Kristin McGee has partnered with CalNaturale Svelte to further promote its mission to help active adults maintain overall health and wellness. As a celebrity yoga and Pilates instructor, McGee knows the importance of finding a nutritious, on-the-go option that provides enough energy for long workouts. “I’m always on the lookout for great-tasting foods to supplement my active lifestyle, which can be hard to find,” she shares. “Svelte offers the perfect combination of nutrition and taste, and I’m thrilled to align myself with both the product and brand.”

In addition, Svelte has launched a landing page on its official [website](#), which features updates on the partnership with McGee as well as the latest product news and social media initiatives.

Svelte is available at select natural food stores, grocers and drug stores nationwide. The new 11oz. and the 15.9oz. containers have suggested prices of \$2.29 and \$2.99, respectively.

For a complete listing of product availability by state, please visit <http://sveltebrand.com/findme>. CalNaturale Svelte can also be purchased online at www.amazon.com.

About CalNaturale

CalNaturale is the national consumer brand made by California Natural Products, a leading U.S.-based food company whose mission is to improve the health and wellness of consumers by offering the best-tasting, nourishing and convenient foods at a great value, without compromising on quality or the environment. The CalNaturale Svelte® product is a multi-functional protein shake that provides great taste, positive nutrition, sustained energy and increased vitality through pure and simple ingredients. Made with organic ingredients, CalNaturale Svelte shakes are also non-dairy, cholesterol-free, certified gluten-free and certified kosher. The 11oz. size is USDA Certified Organic. For more information, visit www.sveltebrand.com and follow us on Facebook (www.facebook.com/CalNaturale) and Twitter (www.twitter.com/CalNaturale).

###