



### You'll Go Bananas for Our New Flavor Launch!

CalNaturale Svelte®, the maker of your favorite premium organic protein shake, announces the introduction of **Svelte Banana Crème**, a brand-new addition to its line of delicious, on-the-go beverages. Providing great taste, sustained nutrition and energy through pure and simple ingredients—including creamy, smooth banana puree—the newest Svelte shake gives consumers a protein option made with real fruit to satisfy their sweet tooth anytime of the day and is the perfect pre- and post-workout refreshment when you're working to achieve your beach body. Similar to the existing flavors—Chocolate, French Vanilla, Cappuccino and Spiced Chai—Banana Crème will be packaged in recyclable Tetra-Pak® containers with the playful affirmation, “You've Got Appeal.”

### “Peel” the Benefits:

Svelte Banana Crème is the only ready-to-drink protein shake made with real organic banana puree, and offers strong health, convenience and eco-friendly benefits, including:

- USDA Certified Organic
- Certified kosher by Orthodox Union (Circle U)
- Packaged in convenient, reclosable and eco-friendly Tetra Pak
- Non-dairy, cholesterol-free and certified gluten-free
- Developed with a unique blend of organic complex carbohydrates, including rice syrup solids and inulin which help keep you fuller longer
- Offers protein from fresh organic soymilk and provides an excellent source of fiber in each serving
- Sweetened with Stevia, offering a low-glycemic index
- 11oz. size offers 11g of protein and has only 6g of sugar
- Value-priced at \$2.29 per carton

Svelte is available at select Whole Foods Market stores and other Natural Foods stores beginning April 2014.

*Svelte is best served chilled.*

### Additional Information:

For a complete listing of Svelte products, visit [www.drinksvelte.com](http://www.drinksvelte.com) and follow us on Twitter (@DrinkSvelte), Facebook (@Svelte), Instagram (@DrinkSvelte) and find us on Pinterest (@SvelteLoves)!

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