



Contact: Torie Wohlwend
Formula
619-234-0345
wohlwend@formulapr.com

CALNATURALE SVELTE® OFFERS TIPS FOR A NEW YOU IN THE NEW YEAR

Premium Protein Shake Brand Partners with Celebrity Yoga Expert Kristin McGee to Share Exclusive Fitness Tips to Achieve New Year's Resolutions

LATHROP, Calif. (January 8, 2013)—The New Year and each day that follows is a chance to start over by setting personal goals for yourself, which is why [CalNaturale Svelte®](#), a premium protein shake that provides great taste, sustained nutrition and energy through pure and simple ingredients, is pleased to share fitness tips from celebrity yoga and Pilates instructor Kristin McGee to help you become the best you possible.

“As a yoga and Pilates instructor, I’m always searching for fun and interesting ways to help my students achieve and maintain their New Year’s resolutions and fitness goals,” McGee shares. “This year, with the help of CalNaturale Svelte, I want to encourage everyone to take control of their mind and body by setting attainable goals, creating a game plan and most importantly, staying positive. Above all, enjoy yourself!”

CalNaturale Svelte offers the following tips from McGee, designed to help you keep your 2013 New Year, New You Resolutions:

- **Set attainable, specific goals.** Don’t focus solely on getting skinny; instead, focus on building strength and muscle to take on adventurous activities like mud runs and charity marathons. Also, aim to drop a pant size rather than to hit an unrealistic weight on the scale. Setting attainable goals will help you strengthen your body without weakening your spirit.
- **Increase your well-being with simple, positive activities.** Focus on overall wellbeing by adding simple activities to your daily routine, allowing you to better maintain a healthy lifestyle. Make a conscious decision to try new physical activities/fitness programs and practice yoga to center yourself and recharge your soul. Also, Svelte offers positive affirmations on pack that are a great way to pump you up while you’re sipping on these tasty, protein-rich shakes!
- **Create a fitness game plan with milestones.** Don’t set yourself up for failure, frustration or disappointment. Create a detailed fitness plan that outlines your goals, workout schedule and milestones of when you want to see and feel results. Knowing when you are going to work out each week and setting a timeline for goals is more likely to keep you on track.
- **Reward yourself when you reach goals.** Sometimes it is easier to get through a challenging task knowing there will be a reward at the end of it. It can be anything from a daily, delicious post-workout drink like Svelte to a new pair of jeans after you drop that pant

size. Choose your special incentive before you reach each fitness goal and visualize it throughout your journey.

Additionally, Svelte has launched a new, refreshed [website](#), which features exclusive blog posts from McGee as well as updates on her partnership, the latest product news, coupons and social media promotions.

CalNaturale Svelte offers four delicious flavors—Chocolate, French Vanilla, Cappuccino and Spiced Chai—and is available in 11oz. and 15.9oz. containers for 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/Svelte), Twitter (www.twitter.com/CalNaturale) and Pinterest (www.pinterest.com/CalNaturale).

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