



For Immediate Release

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Mamma Chia Adds Three New Varieties to Innovative Line of Chia-Based Vitality Beverages

Category Leader Introduces Guava Mamma, Grapefruit Ginger and Kiwi Lime

BONSALL, Calif. (June 28, 2012) – Tastebuds, pack your bags for a trip to the tropics! [Mamma Chia](#), maker of the first organic chia-based beverage, has unveiled three new, delicious vitality beverages boasting a powerful combination of nutrients in every bottle.

Grapefruit Ginger's floral and citrus notes perfectly complement the earthy spice of ginger, while **Guava Mamma** offers a flavorful combination of smooth, mellow guava with a subtle hint of sweet pineapple that conjures tropical images. **Kiwi Lime** delivers a fresh blend of delicate kiwi and tangy lime with each sip.

All Mamma Chia vitality beverages are made using nutrient-rich organic chia seeds infused with organic fruit juice to create a delicious, satisfying and refreshing drink.

“Chia seeds may be small, but they are incredibly effective in delivering natural vitality, energy and strength – and just one bottle of Mamma Chia harnesses this nutritional powerhouse in the most delicious way,” said Janie Hoffman, founder and CEO of Mamma Chia. “We hope our fans have fun with the three new additions to our Mamma Chia family and drink them to fuel all of life’s activities.”

Lightly sweetened with less than one tablespoon of organic agave nectar, each Mamma Chia vitality beverage contains more than an entire day’s worth of omega-3s (2500 mg), 25 percent of one’s daily fiber, 4 g of complete protein and 95 mg of calcium, plus powerful antioxidants and valuable minerals. The three new varieties join six [existing Mamma Chia beverages](#), all of which are gluten-free, vegan, kosher and certified organic by the USDA.

Guava Mamma, Grapefruit Ginger and Kiwi Lime are hitting shelves this summer in natural food stores such as Whole Foods Market as well as mainstream grocery stores for a suggested retail price of \$3.49 per 10 oz. bottle.



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About Mamma Chia

Mamma Chia is a conscious and sustainable company with a mission to share the magic of chia and lead in its renaissance through offering delicious, high quality, organic chia-based beverages that provide natural vitality, energy and strength. Mamma Chia is a category innovator and maker of the first organic chia-based beverage created to deliver superior taste and a powerful synergy of nutrients featuring omega-3s, fiber, protein and antioxidants. Founder and CEO Janie Hoffman created the Mamma Chia beverage concept in her kitchen, gained an immediate loyal following and became a national brand in September 2011. The company is a Certified B Corporation, a member of 1% for the Planet and a founding member of the Slow Money Alliance. Mamma Chia vitality beverages are available in natural food markets and mainstream grocery stores nationwide. For more information, visit www.mammachia.com.

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