



Mamma Chia Honored with the BevNET 2011 "Best Non-Carbonated Beverage Award"



Bonsall, California – December 6, 2011 – **Mamma Chia**, the first-to-market, organic chia seed beverage, today announced that it was awarded the BevNET 2011 "Best Non-Carbonated Beverage Award" at the 9th Annual BevNET Live Winter Conference in Santa Monica, CA. BevNET is the leading beverage-oriented media company and a recognized authority on the beverage industry. The award recognizes Mamma Chia for its line of Organic Vitality Beverages and its innovation in creating the first-to-market chia beverage that uniquely combines healthy ingredients and great taste.

"The chia market is exploding and Mamma Chia is proud to be leading in its renaissance with our organic chia seed beverages," said Janie Hoffman, CEO & Founder of Mamma Chia. "Receiving this award from the industry's foremost authority, BevNET, is a great honor that recognizes the innovation and quality of our beverages and the magic of chia."

Mamma Chia, launched just over a year ago, delivers vitality in a ready-to-drink, organic beverage with a unique texture, delicate flavors and exceptional nutritional profile. **Mamma Chia** delivers energy and strength in the form of tiny, nutrient-rich whole chia seeds, which are beautifully suspended in six delicious, lightly sweetened, flavor combinations: **Blackberry Hibiscus, Coconut Mango, Pomegranate Mint, Cherry Lime, Raspberry Passion** and **Cranberry Lemonade** (MSRP \$3.49, 10 ounces). All six refreshing **Mamma Chia** flavors are **certified organic, vegan and gluten free**.

Each bottle of **Mamma Chia** is delicately sweetened with **less than one tablespoon of organic agave nectar**.

"This year Mamma Chia helped turn a burgeoning functional ingredient -- the chia seed -- into a refreshing and hip beverage," according to BevNET, who added, "The rehydrated chia seeds, which float throughout the drink set this product apart from not only from other chia beverages but most other beverages as well. Meanwhile, the glass bottle and clean label combines with



the striking visual of the suspended chia seeds. The combination of visual and ingredient innovation catapulted this product to the top of the panels' list.”

Chia seeds have been revered for centuries for being packed with some of the world’s most life enhancing and sustaining nutrients. Each bottle of **Mamma Chia** contains an impressive **2,500 mg of omega-3s** and is an **excellent source of fiber**. In addition, Mamma Chia boasts a high dose of **antioxidants** along with **complete protein, calcium and magnesium – all naturally from the chia seeds**. According to WebMD, omega-3s are known to reduce the risk of heart disease and stroke while helping to reduce symptoms of hypertension, depression, and attention deficit hyperactivity disorder (ADHD).

Mamma Chia is available in the refrigerated section of over 1,600 stores nationwide, including Whole Foods, Sprouts, Wegmans and many other markets, and it is distributed by UNFI, Nature’s Best and Tree of Life.

Mamma Chia is a socially responsible company that donates 1% of its gross sales to support healthy, local food systems. The company is a member of 1% for the Planet, a Certified B Corp, and a Founding Member of Slow Money. For more information, go to www.MammaChia.com join the lively Facebook community of Mamma Chia fans at www.facebook.com/MammaChia1, or follow Mamma Chia on Twitter at www.twitter.com/MammaChia1.



About Mamma Chia’s Founder

Several years ago, Mamma Chia founder Janie Hoffman began a quest to find a diet to address some longstanding autoimmune disorders. Along the way, she fell in love with the magic of chia, a tiny seed used by both Maya and Aztecs for its amazing energy and natural healing powers. Janie found chia so energizing and versatile that her friends and family were hard pressed to find anything in her kitchen that wasn’t laden with chia. But it was Janie's chia beverages that everyone loved the most. One thing led to another, and Mamma Chia was soon born. It is Janie’s hope that Mamma Chia’s enjoyable drinking experience and exceptional nutrients, along with the company’s social mission, will

make a meaningful contribution to the planet and its people.