



Meet **Mamma Chia**: Magic in a Bottle

A Beverage that Seeds the Soul, Satisfies the Palate and Energizes the Body



Bonsall, California – A new beverage company, **Mamma Chia**, has launched the first organic chia seed beverage on the market, bringing an entirely new drinking and nutritional experience to consumers. **Mamma Chia** vitality beverage 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).

Mamma Chia was recently awarded the BevNET 2011 "Best Non-Carbonated Beverage Award" by BevNET the leading beverage-oriented media company and a recognized authority on the beverage industry. The award recognized 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.

Chia seeds are 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**, is an **excellent source of fiber**, **4 grams of complete protein**, **10% daily value of calcium**, and a generous dose of **antioxidants**. 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**.

Mamma Chia delivers vitality in a ready-to-drink, organic beverage. "Customers tell us all the time how super fun and delicious Mamma Chia is and how amazing they feel after drinking it. The natural gel around the chia seeds creates the unique and refreshing experience, making it fun for your mouth and great for your body. Rarely is something this delicious also so good for you," says company founder Janie Hoffman. She also reports that customers rave about enjoying Mamma Chia as a great pre-workout energizer, an afternoon energy booster, a light and satisfying substitute for dessert, and even a great drink with lunch.

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MammaChia.com

Vitality 🌿 Energy 🌿 Strength



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About Chia Seeds

Chia seeds were used by the Maya and Aztecs for their energy and natural healing powers. Chia seeds are the earth's richest plant source of omega-3 fatty acids. Chia seeds also contain more dietary fiber than flax, and, unlike flax seeds, do not need to be ground in order for the body to absorb the nutritional benefits. Additionally, they are packed full of protein, calcium, magnesium and are high in antioxidants, making them a true superfood.



Mamma Chia is available in the refrigerated section at natural foods stores nationwide, including Whole Foods, Sprouts, Natural Grocers and many other markets. **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 or 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.