



Contact:

Jane Ablaza
Double Forte
415-500-0628

jfablaza@double-forte.com

FOR IMMEDIATE RELEASE

**Navitas Naturals® Rebrands to Navitas Organics™,
Launches Superfood Essential Blends and Daily Boosts**

Superfood Company Unveils New Name, Logo, Packaging and Expands Product Portfolio

Novato, Calif. (March 8, 2017) – Navitas Naturals®, The Superfood Company®, announces a company rebrand with the new name, Navitas Organics™, and tagline empowering people to Live Life Positive™ by focusing on everyday wellness. The rebrand signifies the company’s renewed commitment to offering consumers access to superfood solutions by sourcing organic, premium superfood ingredients and snacks, as well as supporting farming communities and demonstrating socially responsible practices.

The leading superfood brand will officially debut new product packaging and a refreshed logo that marks the company’s evolution in a changing marketplace. The company will also unveil its new line of Essential Blends and Daily Boosts that deliver high quality superfoods, protein, probiotics and healthy greens all in one at this year’s Natural Food Expo West (Booth 2404) in Anaheim, California.

“At Navitas, it’s important that we uphold our promise of sourcing the best organic superfoods the world has to offer. Our new name and tagline better reflect our core company values – in the premium, organic products we share, and the nourishment they offer to our loyal customers,” said Founder and CEO Zach Adelman. “This rebrand reaffirms our passion for sharing these global food treasures while maintaining our high-quality standards every step of the way.”

Most recently, Navitas earned certification as a B Corporation, meeting rigorous standards of social and environmental performance, accountability and transparency. The company also completed an installation of solar panels at their headquarters in Novato, California to further their pledge of sustainable and environmentally conscious business practices.

In addition, Navitas’ nutrient-rich product portfolio expands with the addition of organic Essential Blends and five Daily Boosts. The Essential Blends deliver an easy superfood solution for everyday wellness with a unique blend of plant based proteins such as hemp, sunflower, peas, pumpkin and flax, as well as cleansing greens, 9 strands of probiotics, 6 billion CFU’s and more than 14 nutrient-dense superfoods in a ready-to-blend smoothie mix that can be added to smoothies and other recipes. The vegan mixes contain no fillers, artificial sweeteners or added sugars, and come in two delicious flavors:

- **Essential Blend** – Vanilla & Greens (SRP \$29.99)
- **Essential Blend** – Cacao & Greens (SRP \$29.99)

The Daily Boosts can be used with Navitas Essential Blends or any smoothie mix, cereal, yogurt or favorite recipe without altering the intended taste. The five different Daily Boosts also contain no fillers or isolate nutrients (fortified ingredients) and support specific nutritional and functional needs such as:

- **Daily Wellness Boost** features probiotics and superfoods that offer essential vitamins and minerals to support energy and vitality. (SRP \$19.99)
- **Daily Beauty Boost** features antioxidants, anti-inflammatory properties and essential vitamin and minerals to support skin, hair and nail health. (SRP \$19.99)
- **Daily Detox Boost** features chia, ginger, probiotics and four enzymes to support digestive efficiency. (SRP \$19.99)
- **Daily Focus Boost** features plant-based sources of caffeine and energy to support mental attention and endurance. (SRP \$19.99)
- **Daily Immunity Boost** features antioxidants and enzymes to help support and protect the body's defense system. (SRP \$19.99)

“We found that our consumers are conscious of adding more nutritious foods and smoothies to their daily lifestyle, a notion that inspired our tagline Live Life Positive starting with the food we eat,” said Adelman. “These Essential Blends and Daily Boosts make all of that possible with a quick, ready-to-blend drink mix that tastes great and provides rich superfoods, plant-proteins and probiotics for a healthy smoothie while you’re on-the-go.”

The Navitas Essential Blends and Daily Boosts will be available May 2017 at natural retailers nationwide and online at www.navitasorganics.com.

About Navitas Organics™

Navitas Organics™ is a premium organic superfood company offering the best quality, plant-based and nutrient dense superfood ingredients and snacks since 2003. Navitas Organics products are USDA certified organic, non-GMO and contain health benefits that have been celebrated for generations – handled with purpose and care to preserve their vital superfood nutrients. Navitas Organics offers a wide range of nourishing foods used for baking, cooking, smoothie making and ready to pop-in-your-mouth snacking to empower a modern, nutritious lifestyle. Navitas Organics is proudly a Certified B Corporation. For more information on Navitas Organics, please visit www.navitasorganics.com, like our Facebook page at www.facebook.com/NavitasNaturalsFan or follow us on Twitter at www.twitter.com/navitasorganics or Instagram at www.instagram.com/navitasorganics.