



Wellness Beyond™

EFFi Foods® Hits The Road With Organic Probiotic CareBar®

For immediate release

EFFi®'s Commitment to Costco Roadshows Is A Chance To Introduce Healthy Snacks Beyond Natural Stores Market

Los Angeles, CA (January 29, 2016) - EFFi Foods® is introducing its organic nutrition bar line Probiotic CareBar® to Costco customers during a series of Roadshows that start in the end of January. For four weeks hundreds of people will have an opportunity to sample the product and receive education on probiotics and the importance of supporting healthy digestion.

"When we found out that Costco wants to bring all three SKU's of our Probiotic CareBar® to their Roadshows we were really excited " says Founder and Executive Director Carina Ayden. "We, at EFFi, believe that even premium foods and snacks should be available and affordable to all, not only to customers of organic natural stores. Costco is a giant platform that can help us reach many people and fulfill our mission of providing healthier snacking options with multiple benefits."

Probiotic CareBar® is in its second year and has already created impact in many natural food stores across the country. It has built a loyal customer base that seeks tasty snacks that extend beyond basic nutrition.

Costco Roadshows will take place at four locations in the LA region: Cypress, Culver City, Laguna Niguel and Irvine.

About company:

EFFi Foods® is a nutritional food company that seeks to create lasting major impact in the food system as well as advance the wellness and health movement. Built on pillars of health, wellness and sustainability, EFFi Foods® is dedicated to disrupting the most unhealthy and over-saturated food categories by providing innovative snacks with maximum benefits and great taste.

About Probiotic CareBar®:

Probiotic CareBar® is a multi-dimensional snack, focusing not only on protein and energy but also on supporting healthy digestion. It's a synergy of all organic ingredients that are sourced locally or using fair-trade practices. The bars are fortified with a dairy-free probiotic in order to create nutritional balance. Probiotic CareBars® are organic, gluten-free, non-gmo, kosher and vegan.

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