



Snacking On-The-Go Takes a Healthy Turn with New EFFi Foods® and Its Debut Product Line Probiotic CareBar®

For immediate release

EFFi Foods® is a Company with the Philanthropic Bent and Green Business Practices Redefining the Understanding of Foods On-The-Go through the BUY.GAIN.GIVE™ Business Model



Los Angeles, CA (June 19, 2014) - Organic food company, EFFi Foods® (www.EFFIFoods.com) has newly launched its brand and new product line Probiotic CareBar®. Every EFFi CareBar is USDA certified organic, gluten free, non-GMO, kosher and vegan. The company, and its snacking on-the-go products, not only takes a healthy turn for all busy people on-the-go, but also donates a portion of the proceeds to supporting their own philanthropic initiatives and humanitarian partners through EFFi Care360™.

EFFi Foods® is dedicated to include the green economy at the core of its branding and in order to support sustainable agriculture, promote a less toxic environment, and become a part of the sustainable future of our planet; EFFi Foods® also complied with all regulations of Ecocert. The company also met Cleveland Clinic's 'Go! Foods' guidelines making Probiotic CareBar® the only food bar on the market today that is certified by Cleveland Clinic.

"In collaboration with Cleveland Clinic dietitians and wellness experts, we created the healthiest snack without sacrificing great taste." said Founder of EFFi Foods®, Carina Ayden. "It was a long journey, where the research and development process took over a year, but our main focus was delivering nutritionally unprecedented snacking options with exceptional taste for people on-the-go."

Probiotic CareBar® is handcrafted using wholesome, all-natural, unprocessed, organic ingredients. There are no traces of trans fats, high-fructose corn syrup, cholesterol, GMO, artificial or added sugars or flavors, and animal or soy protein. Each bar is enriched with a daily dose of dairy-free probiotic which supports digestion and immunity.

The multi-action wellness Probiotic CareBar® Green Tea & Honey Lemon boasts not only its unique flavor combination, but also is infused with cardiovascular vitamin blend, which brings together vitamins and minerals essential for a healthy heart. Other flavors in the collection are Goji & Cashew, which has the perfect combination of vitamins, antioxidants, and probiotics to support the body's digestive and immune system and Coconut & Cacao Nibs, a real indulgence,

which has exceptional nutritional properties of coconut, and the antioxidant-rich cacao nibs.

EFFi Foods® redefines the understanding of food on-the-go and takes the consumer beyond basic nutrition through its BUY.GAIN.GIVE™. In addition, EFFi Care360™, a philanthropic platform that fosters EFFi Foods®' initiatives, combines projects and campaigns that will have direct impact on people and their communities.

"EFFi Care360™ allows me to integrate passion into my day to day work. This fusion helps me and the whole EFFi Team reflect on our own sense of purpose. It catapults us from human beings to human doers, because we are only as important as what we do." said Carina Ayden, Founder and Executive Director of EFFi Foods®. "I believe in Philanthropy 2.0 because it provides deeper rewards and brings tangible results for those in need."

About EFFi Foods® - Eco Friendly Foods Initiative®

EFFi Foods® is a company for producing organic, holistic food on-the-go and nutraceuticals with its main focus on delivering nutritionally unprecedented snacking options with exceptional taste for people on-the-go.

EFFi Care360™ is a philanthropic platform that fosters EFFi Foods's philanthropic initiatives with its stances on human rights, the environment, education, and nutrition as well as supporting humanitarian agencies throughout the world.

For media inquiries, please contact:

EMRMedia

Liz Rodriguez

310-435-3634

www.emrmedia.com

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