



For Immediate Release

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Naked Extends Beyond Juices and Smoothies for the First Time

Leader in fruits and vegetables introduces chilled fruit, nut and veggie bars

CHICAGO, Ill. – Naked recently announced the launch of Naked Fruit, Nut & Veggie Bars, extending the brand beyond premium juices and smoothies for the first time. A category leader for many years, Naked is committed to giving everyone easy access to fruits and veggies in innovative forms.

The all-new line of chilled snack bars is the latest product innovation from Naked. Packed with premium ingredients, including real fruits and vegetables, Naked Fruit, Nut & Veggie Bars offer the convenient nutrition and delicious taste Naked is known for in three flavors: Blue Machine, Green Machine and Red Machine. Naked Fruit, Nut & Veggie Bars contain no preservatives, are Non-GMO Project verified, and are excellent sources of vitamins A, C, E and Iron.

Available in single- and multi-serve packs in the refrigerated section. For more information, please contact your US Foods distributor contact.

About Naked: Naked, a leader in fruit and veggie nutrition and innovation, was founded and first marketed towel-to-towel on the beaches of Santa Monica, California in 1983. For more than 30 years, Naked's products have been made without preservatives from high-quality ingredients to provide consumers easy access to fruits and vegetables in innovative forms. Naked Smoothies, Cold Pressed Juices and Fruit, Nut & Veggie Bars can be found in supermarkets, club stores, health food stores, airports and neighborhood markets throughout the nation.

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