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Oriya Organics, 100% Organic, Plant-Based Supplement Maker, Is Having a Growth Surge: Launching a New Branding Campaign & Adding Two New Major Retailers

Fast growth due to consumer demand for clean, 100% organic, whole food supplements without synthetic nutrients or sweeteners

HOUSTON, TX (Dec.13, 2016) – Oriya Organics, the family-owned maker of 100% organic, whole food, plant-based supplements — *Oriya Organics 100% Plant Protein* and *Oriya Organics 100% Greens* — is having a growth surge. The company is launching a new branding campaign and hitting the shelves at two new major retailers.

“We owe our fast growth to our customers — folks looking for ultra-clean, 100% organic whole food, plant-based supplements,” said Jonathon Larson, Oriya Organics’ Co-Founder and CEO. “Since Oriya Organics is made from five ingredients or less, and has no synthetic nutrients, extracts, stevia, or sweeteners — your body just flat out absorbs it better. That search for maximum bioavailability is exactly how Oriya started. My brother was a professional Mixed Martial Arts athlete and I was a personal trainer. We began experimenting with food and supplements for recovery. The supplements we found on the shelf were full of sweeteners and synthetic nutrients, so they tasted sweet and their nutritional labels looked good — on paper —because they are filled with synthetic nutrients. The problem is your body doesn’t absorb to synthetic nutrients nearly as well as whole food nutrients. Now, what we are finding is that our customers are becoming more nutritionally savvy and want 100% organic, whole food supplements with clean labels for maximum bioavailability. We use super foods like spirulina, sprouted chia seed and wheatgrass to energize, heal and revitalize. Oriya is also non-GMO, gluten-free, soy-free, and has no synthetic nutrients, extracts, stevia or sweeteners. That’s why we became a top-selling plant-based protein supplement in Whole Foods Market’s Rocky Mountain region in just nine months.”

This month the company launches a new branding campaign that is based on customer feedback gathered at in-store demos. Oriya's customers overwhelmingly cited the reason for purchase was Oriya's ultra clean, "five ingredients or less" formula. The branding campaign highlights "5 Ingredients or Less" with a large iconic "5" and includes freshly, redesigned packaging and company website.

The New Year is already looking to be a big one for Oriya since they've already picked up two new major retailers for 2017. Oriya supplements are scheduled to hit the shelves in HEB and Amazon at the beginning of 2017. They are slated to be in 75 HEBs in Houston, Austin and San Antonio and available on Amazon, the online behemoth.

"At Oriya, our family prides ourselves on delivering the clean, 100% organic whole food, and plant-based supplements. Our original mission was to develop formulas for Ryan that energized, healed and revitalized him as a pro athlete and that mission is still true... we just reach more people now."

About Us

While my brother, Ryan, was competing as a pro Mixed Martial Arts, MMA, athlete, he and I began experimenting with nutritionally dense foods and found that plant proteins are incredibly bioavailable and easy on the digestive system. We also discovered the power of antioxidant-rich super foods like spirulina and chlorella, which are high in protein, chlorophyll and nutrients. These whole food ingredients energize, heal and revitalize.

*After Ryan retired from MMA, our family launched Oriya Organics because we knew our plant-based formulas delivered ultra-clean, high performance nutrition which optimally fuels anyone – from pro athletes to nutritionally savvy moms looking for the cleanest and healthiest options for their family. From my family to yours, Healthy regards, Jonathan Larson, Co-Founder & CEO
Simply Oriya, Simply Powerful™ • OriyaOrganics.com*

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