

Natural Delights™ Medjool Dates Named Official Fruit of the 27th Annual Subaru Sea Otter Classic Powered by SRAM

YUMA, Ariz. – (March 20, 2017) – Natural Delights™, the Nation's #1 Medjool date brand, is excited to join the 27th annual Sea Otter Classic as the official fruit of the world renowned event.

Natural Delights Medjool dates are a sustainably grown whole fresh fruit that have long been a key performance staple of competitive athletes and fitness enthusiasts for their natural sustained energy and muscle recovery properties. They are certified Heart-Healthy by the American Heart Association®, low on the glycemic index, Non-GMO Project Verified, pesticide-free, additive-free and have 50% more potassium by weight than bananas.

"Our Natural Delights Medjool dates are truly powerful and we're thrilled at the opportunity to support the cycling community by sponsoring the Sea Otter Classic and being recognized as the official fruit of the event. We will be sampling some of our most popular fresh Medjool date products and giving a sneak peak at our new Natural Delights Medjool Date Energy Bars at this year's expo." said **Erin Hanagan-Muths, Director of Marketing, Bard Valley Date Growers.**

Packed with complex carbohydrates and 12% of recommended dietary fiber per serving, Natural Delights Medjool dates provide a healthy sustained energy without a sudden crash. Each serving of Natural Delights Medjool dates has 280mg of potassium and minerals like magnesium that support muscle recovery. They are also filled with polyphenols, which are powerful antioxidants that help protect the body against free radicals in the bloodstream.

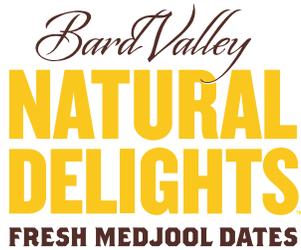
Natural Delights Medjool dates are often consumed for pre-race fuel, mid-ride energy and post-race recovery. They are also a deliciously sweet addition to any recipe.

Natural Delights will be exhibiting at the expo during the Sea Otter Classic at booth 579. Attendees will be able to talk to the brand's in-house registered dietician to learn more about the amazing performance qualities of Medjool dates, which are often regarded as "[Nature's Power Fruit](#)" and discover how to incorporate Medjool dates into their nutrition programs.

"It's great to have Natural Delights joining us this year as our official fruit," says **Frank Yohannan, president and CEO of the Sea Otter Classic.** "Supporting a healthy lifestyle is one of the goals of our Celebration of Cycling, and bringing Natural Delights on board is another step towards that goal."

The partnership comes at a time when the cycling community at large is discussing how sugar and simple carbohydrates can play a role in recovery to avoid the dreaded bonk. Recent articles point to [candy](#), [sodas](#) and other foods high in processed sugar as a performance tool. Natural Delights aims to demonstrate why Medjool dates are a healthy, all-natural sugar alternative to many of these commonly used products.

The brand's goal at the Sea Otter Classic is to connect with athletes and fitness enthusiasts and talk about why Medjool dates are an ideal [performance partner](#).



NEWS RELEASE

“With all-natural fruit sugars, Natural Delights Medjool dates give you the quick energy boost you’re looking for but without the crash since they are high in fiber. They are portable, delicious and healthy, making them the perfect energy partner for athletes, fitness enthusiasts and anyone looking to fuel their healthy lifestyle naturally.” says **Erin Hanagan-Muths, Director of Marketing, Bard Valley Date Growers.**

Natural Delights Medjool dates can be found in the produce aisle at most major grocery retailers. They can also be purchased online at www.naturaldelights.com.

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About Natural Delights™

Natural Delights™ is the Nation’s #1 brand of fresh Medjool Dates. They are certified Heart-Healthy by the American Heart Association®, Non-GMO Project Verified, pesticide-free, additive-free and have 50% more potassium by weight than bananas. Natural Delights Medjool dates, Date Rolls and new Energy Bars are delicious healthy snack choices enjoyed by the whole family. Find out more at: www.naturaldelights.com

About Bard Valley Date Growers

Bard Valley Date Growers was created in 1987 by local Bard Valley growers and has developed into the Nation’s #1 grower, packer, shipper and marketer of fresh Medjool Dates. Through a balance of time-honored agricultural practices and a modern approach to food safety and sustainability, BVDG has developed the Natural Delights™ Medjool date brand in the to Nation’s #1 brand of fresh Medjool Dates.

About Sea Otter Classic, Inc.

Regarded as the world’s largest cycling festival, this four-day “Celebration of Cycling” hosts nearly 10,000 professional and amateur athletes and 65,000 fans. The 27th Annual Subaru Sea Otter Classic Powered by SRAM takes place April 20-23, 2017 at the Laguna Seca Recreation Area, Monterey, California.

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