



Banana Vital[®]
— SIMPLY BANANAS™ —

FOR IMMEDIATE RELEASE

Banana Vital Peels Into Fairway Market

NEW YORK, NY – Monday, December 3rd 2018, Banana Vital LLC launched their patent-pending nutrition bar, Simply Bananas, at all 14 Fairway Markets in New York. After a successful test launch at their Broadway, East 86th Street and Douglaston locations this summer, the Fairway team decided to expand the product company-wide.

Currently available in 44 stores and gyms across Pennsylvania—and soon to be in all 98 Wegmans along the East Coast—Banana Vital is thrilled to distribute their limited-ingredient fruit bar across a large metropolitan area like New York City. After the holiday, the Banana Vital team also plans to expand their Brand Ambassador Demo Program to cover all Fairway locations, so new customers have the opportunity to sample their delicious product.

Banana Vital is a privately-held, WBE certified company with a strict and unwavering focus on developing superior products. The company uses only the highest quality ingredients and safest manufacturing practices available to ensure the best nutrition for its customers, while operating with highest integrity at every level of its business operations, right down to ensuring the fair treatment of their workforce.

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