

Trovita Health Science Named 2014 CPG Editor's Choice Award Winner by Informa's SupplySide

Minneapolis, MN. – October 13, 2014— Informa Exhibitions has named Trovita Health Science - the makers of [ENU®](#), an innovative ready-to-drink, complete nutritional shake – as one of its winners for the 2014 SupplySide CPG Editor's Choice Awards.

Five consumer packaged goods (CPG) products were selected by the SupplySide editorial team for achievements in innovation and market impact in 20 different categories. ENU was named the winner in the weight management category.

The winner in each category was announced at [SupplySide West 2014](#) during the CPG Editor's Choice Awards Reception on Wednesday, October 8 at the Mandalay Bay in Las Vegas, Nevada.

Will Brown, CEO of Trovita Health Science, commented, "We are honored to be recognized for the SupplySide West CPG Editor's Choice Award, especially given the quality of the other products in the category. This recognition for ENU reinforces our belief that consumers are seeking healthier nutritional support, whether that is someone needing additional protein and calories due to a medical condition, or athletes seeking to supplement higher calorie diets."

ENU is a naturally enhanced, complete nutritional shake that is remarkably flavorful, with more protein and less sugar than established brands. ENU is made with non-GMO ingredients, contains up to 490 calories per serving, 25g of protein, and no added corn syrup or other added refined sugars.

Every ingredient contained in ENU was selected in collaboration with a team of doctors and dietitians who believe that complete nutrition shakes should contain only the best ingredients available. ENU can be used as a complete meal replacement or for added calories and protein to help maintain a healthy weight.

For 17 years, [SupplySide](#) has helped dietary supplement, food, beverage, personal care and cosmetic professionals find information to explore, discover, innovate and market their next best-selling product.

"The out-of-the box thinking displayed by the companies on the short list in each category made selecting just one winner a challenge for our editorial team," said Heather Granato, vice president, content, in Informa's Health & Nutrition Network. "We're excited to celebrate their innovation and market vision as CPG industry leaders."

Availability

ENU is available in both chocolate and vanilla and is sold individually or by the case, at

either DrinkENU.com or at Amazon.com. ENU is also available at select retail locations and through major food distributors. Retailers can inquire at sales@drinkenu.com if they would like to make ENU available to their customers.

About Trovita Health Science

Trovita Health Science is an emerging specialty health and nutrition company, dedicated to developing and commercializing products that address unmet needs in medical and performance nutrition. Nutritional health is foundational for achieving your goals, whether battling an illness or striving for optimum athletic performance. Our mission is to offer products that are designed to help people achieve their own personal goals. Our products are naturally enhanced with ingredients selected by doctors and dietitians, to bring out the best in you.

Trovita Health Science is the business name of TrovRx, Inc., a Delaware corporation organized in Minnesota. TrovRx Inc. is a certified business by the Minnesota Department of Employment and Economic Development (DEED).

About SupplySide West: Hosted by Informa Exhibitions, this annual tradeshow and educational forum is the finished product manufacturer's gathering place for top performers, trends, scientific advances and networking. SupplySide West is all about the exploration, discovery, innovation and marketing strategy around the development of finished consumer goods that drive the global business economy. The 2015 show will be held October 5-9 at Mandalay Bay in Las Vegas. For more information visit www.supplysideshow.com.

TROVITA HEALTH SCIENCE

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