

Trovita Health Science Wins Minnesota Cup Food & Beverage Division

ENU Nutritional Shakes Take Top Honors

Minneapolis, MN – September 3, 2014 – Trovita Health Science – the makers of [ENU™](#), an innovative ready-to-drink, complete nutritional shake – was named the winner of the Food, Beverage and Agriculture category in the 10th Annual [Minnesota Cup](#) business competition. This year marks the first year for a separate category for food, beverage and agriculture.

The Minnesota Cup is a statewide entrepreneurial competition that supports and accelerates the development of breakthrough business ideas from across the state. The Food, Beverage and Agriculture category was added to the 2014 competition to emphasize the important role food plays, and will continue to play, in the state's economy.

In addition to Trovita Health Science, six other Minnesota-based startups were recognized as division winners in the 2014 competition, with a grand prize winner announced on September 10th.

Will Brown, Trovita's CEO, commented, "Our company is honored to have been chosen as the category winner with so many great ideas presented at this year's competition. While we are pleased that the judges felt that Trovita Health Science, and our product ENU, was worthy of moving forward in the competition, we are also excited to see the innovation happening in Minnesota. The entrepreneurial culture is thriving here. We look forward to having the opportunity to present our business plan during the final round on September 10th."

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 high fructose corn syrup or other added refined sugars.

Every ingredient contained in ENU was hand-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.

Availability

ENU nutritional shakes are available in chocolate and vanilla flavors and sold at [DrinkENU.com](#) and [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).

FOR FURTHER INFORMATION PLEASE CONTACT:

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