



Product launched: **millions** reached

Case story

Moving minds in healthcare for over



# Envara | Encala launch award

Envara Health Named Winner of Rabobank's FoodBytes! Pitch 2020 Competition

— PR Newswire distribution:

- Total press release pickup: 129
- Total potential audience: 154,000,000
- Release views: 3,520
- Engagement actions (click throughs): 232
  - 115 click-throughs: <https://envarahealth.com/>
  - 83 click-throughs: <http://www.encala.com/>

Envara Health received coverage in food industry media, such as Food Business News and Food Navigator-usa through the initial promotion by Rabobank.

Envara Health's own release generated additional coverage in nutrition industry media such as Nutrition Industry Executive and in business media such as Street Insider and American Entrepreneurship Today.

UVM: 930M



# Product launch | Envara's Encala launch

## The results

4.6K  
release views

The press release for the product launch of Encala garnered **4.6K views**.

98M  
reach

The potential reach for the product launch was **98 million**.

99  
pickups

There were **99 pickups** of the press release and many of those were top-tier media and trade publications.

439  
clickthroughs

The press release alone had **439 clickthroughs + engagement actions**.

01

### Nutrition Insight article

Unintentional weight loss “overlooked” by industry: Envara Health launches medical food addressing fat malabsorption

02

### PBJ article

Wayne-based Envara Health set to launch first medical food product  
(31.6K UVM)

03

### NutraIngredients article

NutraVideo: Envara Health launches therapy to enhance fat absorption  
(140K+ UVM)

[Byline article \(90K+ UVM\)](#)





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