



Good for the Heart Chocolate Bar Makes the Perfect Valentine's Gift

WineTime nutrition bar delivers more resveratrol than 50 glasses of red wine

RANCHO SANTA FE, CA -- Feb 05, 2011 / (<http://www.myprgenie.com>) -- What better gift for Valentine's Day than a gift that's good for the heart? A gift that's a real "healthy indulgence?" A gift that will definitely appeal to the wine-loving chocoholic in your life.

It's a gourmet chocolate bar that contains resveratrol, the ingredient in red wine acclaimed for its heart-healthy and life-extending prowess, which has been featured on Oprah, 60 Minutes, and a Barbara Walters special. Each high-fiber, low-calorie bar, aptly-named the WineTime Bar, contains more resveratrol than 50 glasses of red wine. Without all of the alcohol.

And, just in time for Valentine's Day, ResVez, Inc. the creators of WineTime Bars came out with a new flavor-Chocolate Raspberry.

Among the extremely positive reviews was a four out of five star rating from the industry website barsarefood.com. Its reviewer wrote, "The brand is uniquely positioned as a sort of healthy, adult treat...ResVez, the makers of this bar, have really not skimped on the ingredients.. This is about as indulgent of a high fiber bar as you'll find." Other reviewers wrote, "Judging by taste alone you'd never guess these bars were so healthy and good for you," and "Brimming with flavor and all manner of good things, this is the bar to reach for when snacking that truly does it all."

The WineTime Bar also includes seven extra "super fruits" - noni, pomegranate, goji, acai, mangosteen and blueberry. It is gluten and dairy free and contains no trans fat, hydrogenated oils or high fructose con syrup; no artificial flavors, sweeteners, colors or preservatives; and no cholesterol.

But can a chocolate bar really help boost heart health? While many nutritionists today point to the health benefits of chocolate, with the WineTime Bar it is the resveratrol content that is key. Results of a clinical study with human patients conducted at the University of South Australia concluded that resVida(R) trans-resveratrol, which is contained in the WineTime Bar, prompted a positive effect on blood flow of the brachial artery, the artery that runs from the shoulder down to the elbow. Measuring the blood flow of this artery is considered a key indicator of

vascular health.

"We elected to incorporate resVida(R) as a primary source of resveratrol because it has the most extensive scientific and safety substantiation in the marketplace," said Malcolm Nicholl, president and CEO of ResVez. "In addition, we have included resveratrol from French red grapes so that we have the synergistic benefit of other polyphenols. This is a powerful combination-the best of all worlds."

Added Nicholl, "The WineTime bar is a true healthy indulgence. It is at the convergence of the healthy products market and the gourmet food market. The consumer can get all of the benefits of resveratrol and other important nutrients while enjoying sinfully delicious chocolate bars. It's a win-win."

There are many resveratrol supplements in the marketplace in pills and beverages but ResVez is the first to produce a food bar. The bars have been presented to Academy Award and Emmy Award winners, nominees and presenters. The bar itself won a New Product Bronze Award at the San Francisco International Chocolate Salon and has been selected two years running as the Official Gourmet Nutrition Bar of the Tasty Awards.

About ResVez Inc.

ResVez, Inc. is a company focused on the creation and distribution of a line of functional food bars that have health benefits-"bars for a reason." For more information, please visit: <http://www.winetimebar.com>.

Contact: Malcolm Nicholl, Phone: 858.354.2262, Email: mnicholl@resvez.com