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ResVez, Inc. Launches New WineTime Bar to Natural Products Industry and Whole Foods Stores

Natural Products Expo West 2011

RANCHO SANTA FE, Calif.--(BUSINESS WIRE)--ResVez, Inc., creator and marketer of ground-breaking nutrition bars, launches a new Resveratrol WineTime™ Bar at this week's Natural Products Expo West.

The release of a Chocolate Raspberry flavor coincides with the appearance of WineTime Bars on the shelves of three Whole Foods Markets in southern California: Tustin, La Jolla, and Hillcrest, San Diego.

More than 56,000 attendees at the Anaheim Convention Center expo, March 11-13, will be able to taste the WineTime Bars, the first nutrition bars containing the anti-aging antioxidant resveratrol which is found in the skin of red grapes. Resveratrol soared in popularity after positive coverage on major TV shows such as "60 Minutes," "Oprah," and a Barbara Walters special.

The patent-pending, award-winning WineTime Bars contain more resveratrol than 50 glasses of red wine. The Chocolate-Raspberry flavor is high in fiber (8 grams) and low in calories—just 190 calories per bar. It is gluten and dairy free, and vegan. It also includes seven extra "superfruits"—noni, pomegranate, goji, acai, mangosteen and blueberry.

Malcolm Nicholl, president of ResVez, said, "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. The fact that we've been embraced by Whole Foods stores and their customers is a very strong endorsement."

The WineTime Bar won a New Product Bronze Award at the San Francisco International Chocolate Salon and is the Official Gourmet Nutrition Bar of the Tasty Awards.

About ResVez Inc.

ResVez, Inc. focuses on the creation and distribution of functional food bars with health benefits—"bars for a reason." For more information visit: <http://www.winetimebar.com>.

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