



Resveratrol WineTime Bar Walks the Red Carpet at The Tasty Awards

RANCHO SANTA FE, CA -- Jan 10, 2011 / (<http://www.myprgenie.com>) -- The WineTime Bar, the only nutrition bar containing resveratrol, the ingredient that makes drinking red wine so good for you, will make a red carpet appearance at The Tasty Awards on Thursday evening.

For the second year running, the WineTime Bar has been selected as the "Official Gourmet Nutrition Bar of the Tasty Awards." More than 600 attendees at the gala event will have the opportunity to sample the bar, which is now available in two delicious flavors, Chocolate Dates & Almonds and Chocolate-Raspberry.

The Tasty Awards, being held at Hollywood's Egyptian Theatre, is the premier broadcast awards show celebrating the year's best in **food and fashion** programs on television, in film, and online. Portions of the show, hosted by Zane Lamprey of the Travel Channel and HDNet, will be filmed for broadcast on national television as well as on Hulu.com and partner sites. The Tasty Awards are for food and fashion programming what the Grammys are for music.

The patent-pending, award-winning WineTime Bar is the first and only nutrition bar containing the highly-acclaimed 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 aptly-named 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.

Each bar contains more resveratrol than 50 glasses of red wine. The bar is high in fiber and low in calories. It 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.

Malcolm Nicholl, president and CEO of ResVez, said, "The WineTime bar is a true healthy indulgence and we are delighted to be recognized at The Tasty Awards. The WineTime Bar 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 delicious chocolate bars."

Presenters at The Tasty Awards include Tanya Holland (Cooking Channel, Food Network), Leslie Sbrocco (PBS), Nathan Lyon (Fit TV, Discovery Health, PBS, Food Network), and Bobby Bognar (History Channel), along with newcomers such as Candice Kumai (Lifetime, Bravo), Brian Boitano (Food Network), Daniel Green (ShopNBC), Luciene Salomone (WE tv), Amy Paffrath (E! Entertainment Television), Jeannie Mai (Style Network), Kevin Roberts (TLC), Peter Ishkhans (Style Network), Aida Mollenkamp (Food Network, Cooking Channel), Darryl Robinson (The Cooking Channel), Fabio Viviani (Bravo's Top Chef), and Manouschka Guerrier (Food Network). More information at www.TastyAwards.com.

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>.

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