

## Resveratrol WineTime Bar launched at Fancy Food Show

RANCHO SANTA FE, Calif., January 21 – ResVez, Inc. announced that its Resveratrol WineTime™ Bar was officially launched to the specialty foods trade at the annual Fancy Food show in San Francisco, January 17-19.

ResVez president and CEO, Malcolm J. Nicholl, said: “We were delighted with the response. Our innovative heart-healthy WineTime Bar has already been highly praised by gourmet chefs and food critics, as well as health professionals, and we found that all kinds of retailers from major grocery chains to independent health food stores to wineries and wine stores were extremely interested. There was also a lot of interest from overseas buyers.”

The WineTime Bar is the first gourmet nutrition bar to hit the market that contains resveratrol, the ingredient in grapes acclaimed for its potential heart-enhancing and life-extending abilities. The bar, a rich dark chocolate and fruit bar, harmonized with dates and almonds, contains as much resveratrol as 50 glasses of red wine.

Resveratrol has soared in popularity after positive coverage on major TV shows such as “60 Minutes,” “Oprah,” and a Barbara Walters special, as well as national newspapers and magazines.

There are many resveratrol supplements in the marketplace in pills and beverages but ResVez is the first to produce a food bar. Its 190-calorie product contains high grade resveratrol from two sources---premium French red grapes, and a 99% pure compound called resVida®, produced by DSM Nutritional Products, the world’s largest supplier of nutraceuticals.

“We elected to incorporate resVida® as a primary source of resveratrol because it has the most extensive scientific and safety substantiation of any resveratrol,” said Nicholl. “In addition we have included resveratrol from grapes grown in the Rhone Valley so that we have the synergistic benefit of other polyphenols. This is a powerful combination—the best of all worlds.”

Results of a recent clinical study showed for the first time that resVida® can improve heart health in humans.

Two separate analyses of one of the first studies involving human patients unveiled by University of South Australia researchers Narelle Berry, Ph.D., and Rachel Wong, B.S. concluded that resVida® trans-resveratrol 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.

“The safety of resVida® trans-resveratrol has been proven in multiple studies. These new study results are so exciting because they are the first data that show resVida’s efficacy in humans,” said Dr. Berry. “The potential cardiovascular health benefits of resVida® shown by these data are among the first to exhibit health benefits in humans by any trans-resveratrol dietary ingredient.”

The WineTime Bar is high in fiber and low in calories, said Nicholl. “It is a true healthy indulgence. If you like chocolate and you like wine, you’ll love the WineTime Bar. It’s a gourmet treat.”

**About ResVez Inc.**

ResVez, Inc. is a new company focused on the creation and development of a line of functional food bars that have health benefits—“bars for a reason.” The Resveratrol WINETIME™ Bar is the first to be launched. For more information, please visit: <http://www.winetimebar.com>.

CONTACT: Malcolm Nicholl, +1-858-756-2110