

## Resveratrol WineTime Bar Debuts at Two Shows

RANCHO SANTA FE, Calif., February 17 – ResVez, Inc. announced that the Resveratrol WineTime™ bar will be presented at two major exhibitions in March—Natural Products Expo West and the International Chocolate Salon.

The WineTime Bar is the first and only nutrition bar containing the highly-acclaimed anti-aging element resveratrol which has soared in popularity after positive coverage on major TV shows such as “60 Minutes,” “Oprah,” and a Barbara Walters special.

The aptly-named bar, a rich dark chocolate and fruit bar, harmonized with dates and almonds, contains as much resveratrol as 50 glasses of red wine.

Expo West which takes place in Anaheim, California March 12-14 is the premier trade show for the healthy products industry attracting more than 53,000 attendees; the International Chocolate Salon in San Francisco on March 20 is the largest gourmet chocolate show on the west coast.

The fact that the WineTime bar will be exhibited at two starkly-contrasting events speaks to its unique positioning in the marketplace, said ResVez president and CEO, Malcolm Nicholl.

“The WineTime bar is a true healthy indulgence. It is at the convergence of the healthy products market and the gourmet food market,” said Nicholl. “The consumer can get all of the benefits of resveratrol and other important nutrients while enjoying a sinfully delicious chocolate bar. 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. 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,” added 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 science and the best of nature—the best of all worlds.”

The WineTime Bar is high in fiber (7 grams) and low in calories—just 190 calories per bar. 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.

Said Nicholl, “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>.

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