

Couple takes wine out of glass and puts it into nutrition bar

By **Patty McCormac**

RANCHO SANTA FE — If it seems too good to be true, it probably is, or so goes the old adage. But, in the case of the WineTime bar, that old saw flies right out the window. This tasty nutritional bar provides the indulgence of chocolate with the health benefits of red wine to create a delicious snack that its creators say is anti-aging and can improve heart health.

Since this little sensation hit the market, it has been a whirlwind for Malcolm and Sandy Nicholl, the Rancho Santa Fe couple who created the bar.

"It's just out of control," Sandy said. "Everyone wants it!"

Indeed. After a first taste a person might ask: "Are you sure this is good for me?"

They said they came up with the idea for the bar quite by accident.

The couple had been semi-retired, living the good life, traveling the world when Sandy was out with girlfriends sipping wine. One of the friends had asked her about her husband's international diet and nutrition company and the weight loss bars he had helped develop and market worldwide.

"I asked, why hadn't he developed something more fun, like a chardonnay bar or a cabernet bar?" she said. "I picked up the phone and called Malcolm and asked,



Malcolm and Sandy Nicholl of Rancho Santa Fe are the creators of the WineTime bar, an indulgent chocolate treat filled with super fruits and resveratrol equal to 50 glasses of wine in each bar. Photo by Patty McCormac

"Why haven't you created a wine bar?" she asked.

Malcolm said the question switched on the light bulb. He said he had become familiar with the health benefits of resveratrol, a property of red wine that a growing number of researchers confirm is an excellent source of antioxidants and great for heart health.

"By infusing resveratrol into a food, a wine bar could be created," he said.

It was such a great idea, surely someone had already thought of it. He said he

checked the Internet and other sources and learned no one had made such bars. Then he thought, "Why not me?"

"I talked with resveratrol suppliers, formulators and bar manufacturers and learned there were no practical handicaps to the production of a 'wine bar,'" he said.

The rest, as they say, is history.

Called "Bars For A Reason," each bar is about 190 calories. They come in two flavors, chocolate-raspberry and chocolate, dates

and almonds. They can be used as a meal replacement, a snack or dessert.

"It also pairs very nicely with wine," Sandy said.

"I've even shredded them on top of cappuccino," she said.

Each bar contains more resveratrol than 50 glasses of red wine, along with seven other super fruits including cranberry, noni, pomegranate, goji berry, acai, mangosteen and blueberry.

The WineTime bar is high in fiber, vegan, contains no trans fat, hydrogenated

oils, high fructose corn syrup, cholesterol, dairy, gluten or artificial colors, sweeteners, flavors or preservatives.

The Nicholls were thrilled when the bar was pronounced "delicious," by Kathie Lee and Hoda earlier this month on Wine Wednesday on "The Today Show."

Malcolm is no stranger to the diet and nutritional industry, having promoted the Micro Diet in the 1980s, the pioneer for meal replacement programs now employed by Jenny Craig and Nutrisystem.

The Micro Diet is still very popular in Japan, he said.

Sandy's niche was marketing, so it was seemingly a match made in heaven.

Once they had the bars in hand, they began marketing them. One of the ways was face-to-face meetings with local markets.

"I went store to store to store," Sandy said.

Thanks to her efforts, the bars are now available locally at Whole Foods, any Vitamin Shoppe, Seaside Market in Cardiff, at some Ralph's stores and in Rancho Santa Fe at Harvest Ranch Market, Stump's and the Rancho Santa Fe Pharmacy.

The bars are beginning to find their way into the international market and are also available online at wine-timebars.com.