

# First Resveratrol Nutrition Bar Hits the Market

RANCHO SANTA FE, Calif., Dec. 1 /PRNewswire/ -- The first nutrition bar containing resveratrol, the ingredient in grapes acclaimed for its potential to forestall the ravages of time, is about to hit the marketplace.

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The aptly-named WINETIME(TM) Bar, developed by ResVez, Inc. of Rancho Santa Fe, Calif. contains as much resveratrol as 50 glasses of red wine. The bar, a rich, dark chocolate flavor harmonized with dates and almonds, is high in fiber and also contains seven extra "super fruits" -- cranberry, noni, pomegranate, goji berry, acai, mangosteen and blueberry.

"It is a true healthy indulgence," said Malcolm Nicholl, President and CEO of ResVez. "If you love chocolate and wine and you want a nutrition bar that really tastes great, this is for you."

Resveratrol has soared in popularity after positive coverage on major TV shows such as "60 Minutes," "Oprah," and a Barbara Walters Special. A substantial amount of research validating a remarkable range of health benefits has been published. Though most of the trials have been conducted with animals, the results of human clinical studies will soon begin to appear in peer-reviewed medical journals.

A large number of dietary supplements containing resveratrol have been successfully marketed -- mostly in pills and drinks. The WINETIME bar is a breakthrough concept, putting this life-enhancing ingredient into a 190-calorie gourmet nutrition bar.

ResVez elected to use two sources of resveratrol -- resVida® trans-resveratrol, a highly-purified compound produced by DSM Nutritional Products, and an extract derived from premium French red grapes.

"The resVida® ingredient is a 99 percent pure trans-resveratrol and comes with the most extensive scientific and safety substantiation in the marketplace. This was extremely important to us in selecting the kind of resveratrol that was appropriate for a luxury nutrition bar," said Nicholl. "In addition, we chose another source of resveratrol from grapes harvested in France's Rhone Valley, which is particularly suitable for a bar called 'WINETIME.' No other product has such a powerful combination."

"DSM prides itself on making high-quality ingredients and we are proud to be included in a product that not only meets our standards, but happens to be delicious too," said Reto Rieder, Sr. Marketing Manager for resVida® at DSM.

## About DSM Nutritional Products

DSM Nutritional Products is the world's leading supplier of vitamins, carotenoids and other fine chemicals to the feed, food, pharmaceutical and personal care industries. The business

has sales of over EUR 2 billion and a long tradition as a pioneer in the discovery of new products, new formulations and attractive applications for all industry segments. For more information, please visit: [www.resvida.com](http://www.resvida.com).

### **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: [www.winetimebar.com](http://www.winetimebar.com).

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