

FOR IMMEDIATE RELEASE

All Natural and Canadian Made, The Simply Bar Boasts More Protein and Less Fat, Calories, Carbs and Sugar Than Your Favourite Natural Snack Bar– And it Doesn't Taste Like a Protein Bar



TORONTO: October 29, 2010 – With 16 or more grams of protein, 160 or less calories, iron and a short list of all natural vegan, kosher, dairy- and gluten-free ingredients, **The Simply Bar** outperforms its competition in sheer numbers. **The Simply Bar** contains more protein and less fat, sugar and calories than any other all natural protein bar available in North America – making it the most satisfying bar for your calorie buck.

Praised by dieticians, MDs and naturopaths as the most wholesome protein-rich snack on the market in Canada and the US, **The Simply Bar** fills you up and leaves you feeling good – unlike other filling convenience foods often packed with refined sugars, chemicals and fat. **The Simply Bar** is a satisfying breakfast on-the-go, a perfect 4:00 p.m. snack that won't ruin your dinner and an ideal post-workout recovery meal.

As a woman with Crohn's disease, **Wellness Foods Inc.** founder **Cathy Richards** designed **The Simply Bar** because she struggled to find a high-protein bar that was not full of junk. It became Richards' mission to create a bar loaded with all natural, satisfying ingredients that she could pronounce, and no chemicals or ingredients she couldn't.

"I wanted a high protein bar with less fat, calories and sugar than the leading bars, and I wanted it to taste good. It was a tall order, but I'm proud to say that **The Simply Bar** isn't chalky like many protein bars – it's crisp, light and it tastes great," said **Cathy Richards**.

The Simply Bar is also low glycemic, which has been proven to provide constant energy throughout the day. Studies have shown that low glycemic diets help people lose weight, reduce inflammation and promote hormonal well-being. **The Simply Bar's** natural, vegan, kosher, gluten- and dairy-free ingredients make it especially easy to digest for those with food sensitivities, and its high iron content makes it perfect for women and vegetarians.

(more)

The Simply Bar comes in six delicious flavours – Peanut Butter Chocolate, Cinnamon, Cocoa Coffee, Cocoa Raspberry, Caramel and Lemon Coconut – and is available at over 500 Canadian retailers including **Whole Foods Market, Loblaw, Fortino's, Royal Canadian Super Store, Bulk Barn** and better health food stores. For a full list of retailers or to purchase **The Simply Bar** online, visit: www.wellnessfoods.ca.

Wellness Foods Inc. is a Canadian company and a certified Women Owned Business founded in 2003. With more than 16 grams of protein, less than 160 calories and a short list of kosher, vegan, gluten- and dairy-free ingredients, **The Simply Bar** is simply the healthiest choice in protein bars.

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Available for interviews:

Cathy Richards, CEO, The Simply Bar
Mary Bamford, Registered Dietician
Dr. Natasha Turner, Naturopathic Doctor

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