



News Release

Contact: Katie Cycan / Crier Communications
(310) 274-1072 x 207 / katie@crierpr.com

Vitalicious Introduces Apple Crumb VitaTops

NEW YORK, NY—Vitalicious is introducing its newest flavor of VitaTops, **Apple Crumb VitaTops** which will join the VitaTops line-up of BananaNut, Corn, CranBran and Deep Chocolate currently sold in over 7,000 supermarkets and specialty stores around the country.



Sweet and tart, crispy yet moist, 100-calorie Apple Crumb VitaTops provide the comfort of a fresh-baked crumble without all the extra calories and fat (a slice of apple pie can have upwards of 500 calories).

Apple Crumb VitaTops are also loaded with nutrition; each 2 oz serving contains 8g of fiber, 3g of protein, 8g of whole grains, 15 vitamins and minerals, and only 1g of unsaturated fat.

As with all VitaTops, the new Apple Crumb variety is both "vital" and "delicious." Vitalicious fortifies its baked goods with vitamins and nutrients and takes pride in producing only all-natural products, without any artificial additives or preservatives of any kind. In fact, it only takes 15 minutes to "walk off" the 100 calories contained in each serving.

Available online at Vitalicious.com starting in July for a summertime dessert à la mode, Apple Crumb VitaTops will also be available in supermarkets and specialty stores in the fall.

For more information, please visit www.vitalicious.com.

Other flavors include: Deep Chocolate, Chocolate Mint, Banana Nut, AppleBerry, Raisin Bran, Golden Corn, BlueBran, CranBran, Triple Chocolate Chunk, Double Chocolate Dream, Fudgy Peanut Butter Chip, Banana Fudge, Dark Chocolate Pomegranate, Sugar-Free Banana Nut and Sugar-Free Velvety Chocolate.

About Vitalicious Foods Inc.

Founded in 1999, Vitalicious Foods Inc. is the market leader of innovative "vital and delicious" baked goods that promote a healthy lifestyle without sacrificing taste. First to market with 100-calorie servings, Vitalicious continues to lead the way with a holistic approach that maximizes satisfaction with minimum calories. With products that are low fat, high in fiber and packed with nutrients, Vitalicious is the only company that provides a unique triangle of need-satisfaction (All-Natural ingredients + Nutraceuticals + Weight Management). Vitalicious creates and sells a variety of unique, healthy, value-added baked goods under the VitaMuffin™, VitaTops™, VitaBrownie™, VitaCake™ and VitaMuffin Mix™ trademarks. Vitalicious products are sold at stores nationwide and at www.vitalicious.com.