

**News Release**

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## Vitalicious Introduces Banana Nut VitaTops Favorite American Baked Good is Vitalicious-ized at Last

**NEW YORK, NY** – For years, the banana nut muffin has been a favorite American baked good. But for those watching their weight or trying to maintain a healthy lifestyle, it has been off limits—until now. Today, fans of banana nut muffins can rejoice; Vitalicious is launching its newest variety, [Banana Nut VitaTops](#).



Vitalicious has taken this classic favorite and made it "vital" and "delicious." With only 100 calories, 5g of fiber, 5g of protein, 8g of whole grains, 15 vitamins and minerals, and only 2g of unsaturated fat per 2 oz. serving, Banana Nut VitaTops have all the benefits of bananas and walnuts, without all of the sugar and fat. In fact, it only takes 13 minutes to "walk off" the 100 calories contained in each serving.

Vitalicious fortifies its products with the nutraceuticals, vitamins and nutrients your body needs to help stave off illness. Vitalicious also takes pride in producing only all-natural products, without any artificial additives or preservatives of any kind.

Thanks to Vitalicious, you can now toss a pack of Banana Nut VitaTops in your bag or lunch box and enjoy the banana-rific taste wherever you go.

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

For more information, please visit [www.vitalicious.com](http://www.vitalicious.com).

### **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](http://www.vitalicious.com).