

News Release

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13 Vitalicious Products Earn the Good Housekeeping Seal The Seal Boosts Consumer Confidence in an Increasingly Complex Marketplace

NEW YORK, NY – Vitalicious, maker of innovative “vital” and “delicious” baked goods, is proud to have earned the [Good Housekeeping Seal](#), one of the most recognized consumer emblems in the market today.



An American institution since 1900, before even the FDA was founded, the Good Housekeeping Research Institute (GHRI) is the leading consumer products evaluation laboratory in the U.S. In an increasingly complex marketplace where they are inundated with new product information daily, consumers can easily be confused or overwhelmed by product claims. The GHRI reassures customers that the products they purchase with the Seal will actually do what they claim to do.

Before earning the Good Housekeeping Seal, scientists and engineers at GHRI reviewed Vitalicious’s products to make sure they delivered on all claims that appear in advertising, packaging and other informational materials. The Good Housekeeping Seal also offers consumer protection through its two year, limited warranty which is extended to all products that bear the Seal. Good Housekeeping will refund, repair or replace any product bearing the Seal that is deemed defective by the consumer.

“We are truly honored,” says Aryeh Hecht, president of Vitalicious. “The Good Housekeeping Seal carries with it the reputation for quality, wholesomeness, and value consumers have already come to expect from our brand. The Seal also places our products in a very unique position in our category, which we are very proud of.”

A total of 13 all-natural, 100-calorie Vitalicious baked goods earned the Good Housekeeping Seal including Deep Velvety Chocolate VitaBrownies and the following flavors of VitaTops: CranBran, Banana Nut, Apple Berry, Deep Chocolate, Triple Chocolate Chunk, MultiBran, Fudgy Peanut Butter Chip, BlueBran, Double Chocolate Dream, Golden Corn, Sugar-Free Velvety Chocolate and Sugar-Free Banana Nut.

About Vitalicious Foods Inc.

Vitalicious 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. While most 100-calorie foods are loaded with sugar, artificial ingredients and preservatives, Vitalicious baked goods still remain as healthy as they were at the outset of the now thriving category. With products that are low fat, high in fiber and fortified with 15 vitamins and nutrients, Vitalicious is the only company that provides a unique triangle of need-satisfaction: all-natural ingredients, nutrient density and 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.