

## News Release

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### Vitalicious Introduces RaisinBran VitaTops (Prepare to be Bowled Over)

**NEW YORK, NY** – [Vitalicious](#) today takes raisin bran, one of America’s favorite comfort foods since 1926, and makes it healthier and far more convenient with its new [RaisinBran VitaTops](#). Just 100 calories and packed with tender raisins, fiber, protein and *half* the sugar of a bowl of some raisin bran cereals with milk, Vitalicious reinvents this classic breakfast staple for this fast-paced age.



VitaTops help make breakfast convenient enough to enjoy every day; it is the most important meal for your health. Studies show breakfast helps you maintain a healthy [weight](#)<sup>1</sup> and even improves [cognitive function](#).<sup>2</sup> Individually-wrapped, eminently toast-able, satisfying and delicious, RaisinBran VitaTops go [wherever you go](#) – leave the spoon and bowl at home!

But not all breakfast foods are created equal. A single bowl of some raisin bran cereals with milk pack as much as 300 calories.<sup>2</sup> RaisinBran VitaTops offer much more bang for your calorie buck with [100 calories](#), 5g of fiber, 4g of protein, 15 vitamins and minerals, and only 11g of sugar per 2 oz. serving. In fact, it only takes 15 minutes to ["walk off"](#) the 100 calories contained in each serving.

Moist, flavorful and hearty, RaisinBran VitaTops are a delicious, filling and healthful way to start the day. Plus, Vitalicious fortifies its products with the nutraceuticals, vitamins and nutrients your body needs to stay healthy and energetic. Vitalicious also takes pride in producing only all-natural products, without any artificial additives or preservatives of any kind.

Other [VitaTops](#) flavors include: Chocolate Mint, Banana Nut, 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

<sup>1</sup> Schlundt, DG. The role of breakfast in the treatment of obesity: a randomized clinical trial. American Journal of Clinical Nutrition, Vol 55, 645-651, 1992 by The American Society for Clinical Nutrition, Inc.

<sup>2</sup> Hoyland A, Dye L, Lawton CL. A systematic review of the effect of breakfast on the cognitive performance of children and adolescents. Nutr Res Rev. 2009 Dec;22(2):220-43. Epub . PubMed PMID: 19930787.

<sup>3</sup> Based on nutrition facts listed on USDA National Nutrient Database for Standard Reference.

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).

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