



## NEWS RELEASE

*For Immediate Release*

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### **Kids Across America Celebrate Back to School in Green...Tea that is**

*Tzu Thé introduces all the Benefits of their Green Tea in Nutrition Bars Kids Love*

(Atlanta, GA) - As back to school time draws near and kids are not eager to lose sight of the adventures of summer, there is an easy way to get kids excited to open those lunch boxes. The new **T-bar™** from **Tzu Thé** is a protein-rich, delicious snack with all of the antioxidant benefits of green tea without refined sugar.



The health benefits of green tea are now available in the delicious **T-bar™**, easily portable and great tasting so kids everywhere can have their antioxidants and a tasty snack right in their lunchboxes. An independent market research survey in 2001 found that 66% of parents purchase snack foods for their families based on health, nutrition, and the quality of the ingredients. Of those interviewed, 48% find the nutritional value of snacks to be their priority when selecting a snack food for their families.

Green tea has seen a rise in popularity over the past three years, its incredible antioxidant benefits being utilized in everything from soda to ice cream. Recent scientific studies have shown that green tea contains an antioxidant content that is 100 times more effective than that of Vitamin C and it is 25 times better than Vitamin E at shielding cells from the damage that causes cancer and heart disease. Green tea also has a high fluoride content that inhibits tooth decay and is capable of combating the influenza virus.<sup>1</sup> It is clear that the flavor and health benefits of drinking green tea are making an impression on health-conscious consumers nationwide, yet these benefits have not been readily accessible for kids... Until now.

<sup>1</sup> [www.health24.com](http://www.health24.com)



Taking into consideration the \$3 billion dollar food bar industry, **Tzu Thé**, a new progressive green tea company, has introduced the **T-Bar™** to provide the kids of America with all the health benefits of green tea that parents love, in a delicious nutrition bar without the added chemicals and preservatives so often found in snack foods. The **T-bar** was created by combining **Tzu Thé's** 100% Pesticide-Free Full-Leaf Green Tea leaves with other wholesome ingredients into a healthy lunchbox snack that moms and dads love too.

The delicious **T-Bar™** is unlike any other sugar-laden food bar on the market. It is a whole food green tea nutrition bar that has been cold processed, promoting optimum enzyme activity. These vegan-friendly bars contain antioxidants from EGCG<sup>2</sup>-rich green tea leaves, brewer's yeast, Sprouted Whole Grain Brown Rice, and a variety of ingredients unique to the Japanese diet, including Konnyaku Fructose and Bamboo Salt. Lightly sweetened with Konnyaku Fructose, a natural sweetener made from a Japanese tuber similar to the potato, **T-Bars™ have** just the right amount of sweet to make the bars complete!

Natural cellulose, Vitamin B, Zinc, selenium, chromium, and a total of 14 minerals and 9 essential amino acids, these bars are unlike any other food bar available. **T-Bars™** are the perfect back to school snack, but can also double as a quick meal replacement for parents on the go because they are high in fiber, low-fat and contain no refined sugar.

"I developed the **T-Bar™** with our youngsters in mind," says Jennifer Huang, President of **Tzu Thé Intl., Inc.** This is one way that **Tzu Thé** has responded to the growing need for healthy, nutritional snacks for kids. Vending machines only offer kids snacks filled with artificial ingredients and preservatives. Now, moms and dads can make sure kids are snacking on healthy and tasty treats to keep them going through their active days.

The **T-Bar™** comes in three delicious flavors: Green Tea, Natural Rice, and Tropical Fruit, all of which have nutrition facts that will amaze parents and their kids.

- **Green Tea:** Calories-108, Total Fat-0.68g, Saturated Fat-0.23g, Carbohydrates-21g, Protein-2.3g, Dietary Fiber-4.2g
- **Natural Rice:** Calories-107, Total Fat-0.7g, Saturated Fat-0.28g, Carbohydrates-23g, Protein-2.3g, Dietary Fiber-4.2g
- **Tropical Fruit:** Calories-119, Total Fat-0.73g, Saturated Fat-0.28g, Carbohydrates-19g, Protein-2.3g, Dietary Fiber-4.2g

**T-Bars™** sell for a retail price of \$1.99 each and can be purchased online at [www.Tzu-The.com](http://www.Tzu-The.com). and will soon be available at all of your favorite Natural and Specialty food

<sup>2</sup> Epigallocatechin gallate: the most abundant of the four catechins in green tea, with powerful antioxidant qualities.



stores. **T-Bars™** are a perfect way for the on-the-go kid and their parents to enjoy the health benefits of green tea, and have truly changed the way kids think about consuming tea...it's not just for tea parties any more!

**Tzu Thé** was founded in October 2004 and has been delivering EGCG-rich products to consumers to benefit human health, beauty, and wellness. Unlike any other tea producer, **Tzu Thé** implements rigorous quality control measures throughout the entire production process. Dr. S. T. Liao, the “Father of EGCG”, combines his passion and knowledge with **Tzu Thé** to produce a premium Green Tea with the highest and most stable EGCG levels available. Through the recent development of the **T-Bar,™ Tzu Thé** has been able to expand their green tea company philosophy worldwide.

**Tzu Thé** is headquartered in Atlanta, Georgia. For more information on this product please visit the **Tzu Thé** website at [www.Tzu-The.com](http://www.Tzu-The.com) or contact Tim Sanchez by phone at (805) 962-1347, or by email at [tsanchez@christiecomm.com](mailto:tsanchez@christiecomm.com). For wholesale or retail sales information, please contact Tom Dooley at 831-476-4576 or by email at [tdooley@tzu-the.com](mailto:tdooley@tzu-the.com).

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