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Honey Stinger Introduces Organic Energy Chews

April 1, 2008 Steamboat Springs, CO – Honey Stinger, manufacturer of protein bars, energy bars, and energy gels, recently introduced Organic Energy Chews. Honey Stinger Organic Energy Chews are formulated specifically for health-conscious individuals and athletes seeking a great tasting energy snack. Honey Stinger Organic Energy Chews are unique to the category as they are the first to include naturally occurring fiber and protein derived from organic tapioca syrup and honey.

Honey Stinger Organic Energy Chews feature the following:

- A great tasting enjoyable snack or source for energy during any athletic activity
- Flavors in Fruit Smoothie variety pack - cherry blossom, orange blossom, and berry
- Made with USDA certified Organic ingredients
- 100% Organic tapioca syrup and honey
- 190 calories per 50g (1.8oz) package
- 100% RDA Vitamin C
- 1g protein per packet
- 1g fiber per packet
- Gluten-free ingredients
- Dairy-free ingredients
- Non GMO ingredients
- 0g Trans Fats and no partially hydrogenated oils
- Multiple carbohydrate source: glucose, fructose, maltose, sucrose
- Pure natural energy, truly great taste
- Available April 1, 2008
- MSRP \$1.89 per packet

“We’re excited to add to the momentum that our bars and gels have gained and introduce Organic Energy Chews offering organic honey, wholesome ingredients, and they actually taste good,” said Bill Gamber, Honey Stinger co-founder. “Energy chews are a natural extension of our product line and fill a niche in the natural foods market.”

Located in Steamboat Springs, Colorado, Honey Stinger was founded in 2002 to bring great tasting honey-based energy foods to consumers. The company produces honey-based energy gel as well as four flavors of energy bars and three flavors of protein bars. Research supported by the National Honey Board has shown that honey is an excellent source of carbohydrates. For additional information visit www.honeystinger.com.

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