



## Press Release

FOR IMMEDIATE RELEASE

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## Foods Alive Launches Organic, Artisan Cold-Pressed Chia Oil

*The best tasting Artisan-Crafted, Cold-Pressed Chia Oil made from chia seeds*

Waterloo, Indiana (July 30, 2010) – The leading crafters of life-giving, mineral-rich, organic food have added yet another certified organic, artisan cold-pressed oil to its lineup. Foods Alive organic **Chia Oil** is Artisan-Crafted in small batches and at a very low temperature of 108-degrees (Cold-Pressed), to help preserve the taste and the benefits of the oil. Chia has been used for centuries by the Incans & Mayans as a staple food for thousands of years to increase endurance and strength. Aztec warriors subsisted on chia seeds during battles and hunting expeditions and natives of the Southwest would eat as little as one teaspoon of chia seed during a 24-hour march. That makes it no surprise that the chia seed is sourced from Bolivia, Paraguay and/or Mexico. **Foods Alive** cold-presses this wonderful organic, artisan oil right here, in the USA.

Chia seed oil contains anti-oxidants and is more than 60% omega-3 fatty acid, one of nature's richest plant sources. Unlike other chia oils that are pressed at higher temperatures can compromise the integrity of the chia oil's nutrients, Foods Alive's organic, artisan, cold-pressed Chia Oil is pressed at 108°F which better preserves the nutrients and antioxidants.

Foods Alive suggests that customers add organic, artisan, cold-pressed Chia Oil to their favorite smoothies, teas, soups, salads, rice dishes, pasta dishes, sauces, dressings or anything else they can think of. Chia oil has a mild & delicate flavor, so it's easy to add to your salads, soups, sauces or dressings.

Foods Alive Artisan, Cold-Pressed Chia Oil comes from 100% pure chia seeds that are certified organic, raw, gluten free, vegan and kosher and are packaged in an 8-ounce bottle with a suggested retail price of \$29.99. Chia Oil is the newest addition to the popular Artisan Oil & Dressing line at Foods Alive, which also includes High Lignan Golden Flax Oil, Hemp Oil, Mike's Special Flax Superfood Dressing and more. Foods Alive products are available at Whole Foods Markets, hundreds of other stores across the United States, and many leading web retailers including Amazon.com and Puritan's Pride.

### **About Foods Alive - Food to Nourish Your Body, Mind & Soul**

Since 2002, Foods Alive has been providing mineral rich and nutrient dense, organic, raw foods, making it easy for people to gain the essential nutrition needed to not just sustain, but to thrive throughout the day. Everything created at Foods Alive is of the deepest integrity, from our family to yours. For more info, please visit

[www.foodsalive.com](http://www.foodsalive.com)

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