



## Press Release

FOR IMMEDIATE RELEASE

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### Foods Alive Launches Organic Carob Powder

*Excellent source of dietary fiber and rich in B-vitamins & minerals*

Waterloo, Indiana (June 21, 2010) – The leading crafters of life-giving, mineral-rich, organic foods have added yet another certified organic superfood to its lineup. Foods Alive organic **Carob Powder** is made from an edible seeded fruit pod, grown on Carob trees in Peru. Carob has been used for centuries, as the ancient Egyptians, Greeks and Romans are said to have eaten raw carob for natural sweetness. Now, **Foods Alive** offers this wonderful superfood in powder form.

Raw carob contains a wealth of minerals like copper, manganese, potassium, magnesium and selenium. It is especially rich in calcium and iron. Carob also contains essential nutrients like vitamins A, B2, B3, B6 and D. Carob is an excellent source of natural dietary fiber, with two grams of fiber per tablespoon. Pectin, a beneficial fiber that aids in the elimination of toxins, is also found in carob. In traditional medicine, carob was often used to treat diarrhea and can still be used as a natural remedy for this purpose.

Foods Alive suggests that customers add organic Carob Powder to their favorite smoothies, teas, coffee mixes, protein drinks, desserts or anything else they can think of. Just one or two spoonfuls can transform any recipe into a healthy chocolate treat.

Foods Alive Carob Powder is certified organic, raw, gluten free, vegan and kosher and is packaged in an 8-ounce re-sealable stand-up bag with a suggested retail price of \$10.99. Carob Powder is the newest addition to the popular Raw Super Foods line at Foods Alive, which also includes Maca Powder, Hulled Hemp Seeds, Goji Berries, Jungle Peanuts 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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