



Press Release

FOR IMMEDIATE RELEASE

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Foods Alive Launches Organic Chia Seeds

An easy to digest, mineral rich & complete protein source

Waterloo, Indiana (October 27, 2011) – The leading crafters of life-giving, mineral-rich, organic foods have added yet another certified organic superfood to its lineup. Foods Alive organic **Chia Seeds** are harvested from Bolivia, Paraguay and Mexico. Chia has been used for centuries as a staple food and was highly cherished by the Aztecs and Mayans—so much so, that Aztec warriors subsisted on chia seeds during battles and hunting expeditions. Now, **Foods Alive** offers this wonderful superfood for you and your family.

One ounce of raw chia contains as much omega-3 as 8-ounces of salmon, as much calcium as a cup of milk, as much fiber as 1/3 cup of bran, as much iron as 1/3 cup of spinach leaves, as much vitamin C as 2 oranges, and as much potassium as half a banana. Other properties of the mineral-rich chia seed are that it's a complete protein source, absorbs and retains water, has gel-forming properties, is a blood sugar regulator and is easy to digest.

Foods Alive suggests that customers add organic chia seed to their favorite smoothies or shakes, salads, granola, trail mix, pudding, baked goods or anything else they can think of.

Foods Alive Chia Seeds are certified organic, raw, gluten free, vegan and kosher and are packaged in an 8-ounce re-sealable stand-up bag with a suggested retail price of \$9.99. Chia Seeds are the newest addition to the popular Raw Super Foods line at Foods Alive, which also includes Cacao Powder, 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

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