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## **FOR IMMEDIATE RELEASE**

### **AGOSTONI CHOCOLATE AND GANEDEN BIOTECH LAUNCH PRIVATE LABEL PROBIOTIC CHOCOLATES FOR OTC-SUPPLEMENT BUYERS**

*Joint product development project delivers unique probiotic-enhanced chocolates in size and packaging options optimized for Supplement category*

**CLEVELAND (March 11, 2011)** – [Ganeden Biotech, Inc.](#), maker of the patented probiotic strain [GanedenBC30®](#), and [Agostoni Chocolate](#), an Italian farm-to-bar producer of all natural premium chocolates, today announced they will launch an extension to their range of probiotic-enhanced Private Label chocolates at Natural Products Expo West (March 11 to 13, Anaheim, California). The result of a joint product development and buyer-testing program in 2010, the new probiotic chocolate range is fine-tuned to satisfy the price point, flavor profile and on-shelf presentation needs of Private Label OTC-Supplement buyers.

The new Agostoni program offers a delicious daily supplement dose of premium dark chocolate combined with the GanedenBC30® probiotic in a small 0.18 oz mini-disk format. Supplement buyers can choose their preferred chocolate formula: either 70% or 60% cocoa in either conventional or organic formats. Two chocolates a day delivers a probiotic dose that permits digestive and immune wellness support label claims in a serving of about 50 calories.

These special probiotic chocolates are individually flow-wrapped so consumers can tuck them in a wallet, purse or lunch bag for enjoyment on the go. For a strong presence on the store shelf, the tasting disks come in two retail share-pack box sizes: 14-day (28 disk) and 30-day (60 disk) supply.

According to Agostoni's North American director, Bruno Montesano, consumers recognize the wellness benefits of dark chocolate, "so we're very pleased to have Ganeden's support in developing a probiotic chocolate offer that takes us beyond our traditional confectionary offering into the OTC-Supplement category."



This new OTC-Supplements program complements the existing Agostoni / Ganeden private label probiotic snack bar chocolate program announced in 2010. Aimed at confectionary buyers, the original program featured 1.2 oz bars delivered in paper envelope wrappers and custom-printed display caddies for effective merchandizing in the confectionary aisle.

“Ganeden is pleased to continue its partnership with Agostoni Chocolate in creating high quality probiotic chocolates”, said Ganeden Biotech’s CEO Andrew Lefkowitz. “Launching a convenient probiotic chocolate OTC supplement makes sense for both companies because it continues to strengthen the GanedenBC30 brand while featuring Agostoni’s premium chocolate.”

To learn more about this program, please see us at Natural Products Expo West: Agostoni Chocolate (booth # 5453) or Ganeden Biotech (booth # 1018) Or contact Anjali Batra-Bonfante of Agostoni Chocolate directly at 213-261-0057 ext 308 or [abonfante@agostonichocolate.com](mailto:abonfante@agostonichocolate.com)

### **About Ganeden Biotech**

Founded in 1997, Ganeden Biotech, Inc. is based in Cleveland, Ohio, and is the largest seller of over-the-counter probiotics in the U.S. through its Digestive Advantage<sup>®</sup> and Sustenex<sup>®</sup> brands. It also licenses its patented probiotic bacteria, GanedenBC30<sup>®</sup>, for use in commercial food and beverage applications, nutraceuticals and in animal health industries. GanedenBC30 is self-affirmed GRAS (Generally Recognized as Safe) by an independent panel of experts assembled to assess its safety in use as a food ingredient. For more information about licensing opportunities visit [ganedenlabs.com](http://ganedenlabs.com) and for probiotic supplement information visit [digestiveadvantage.com](http://digestiveadvantage.com) or [sustenex.com](http://sustenex.com).

### **About Agostoni Chocolate**

Family operated since 1946, Agostoni Chocolate is an Italian modern artisan farm-to-bar producer of premium all natural chocolate. A global leader in organic cocoa processing (approximately 20% of global supply), the Agostoni family secures superior quality fermented cocoa beans (conventional and organic) for production of cocoa liquor, butter, powder and finished chocolate through an exclusive Equal Partner Direct Buying program, in place in key origins since 1980. Agostoni Chocolate is a wholly owned subsidiary of ICAM S.p.A. based in Lecco, Italy. [agostonichocolate.com](http://agostonichocolate.com).

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