

NUGO

Press Release

For Immediate Release

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NuGo Nutrition Debuts a Revolutionary Low Sugar Non-Dairy Protein Bar *Winter Fancy Food Show 2013 Booth 330*

Non-Dairy NuGO Slim is sweetened with REAL dark chocolate and chicory root fiber, instead of artificial sweeteners or maltitol. Now people needing vegan, OU Kosher Pareve, or dairy-free, finally have a delicious low sugar and certified gluten-free bar made with all-natural ingredients. NuGo is the only company to make REAL dark chocolate coated protein bars for many lifestyles.

NuGo Nutrition debuts Non-Dairy NuGO Slim, the only low sugar protein bar without artificial sweeteners or maltitol. Non-Dairy NuGO Slim provides a much-needed low sugar choice for people with special dietary needs, like diabetes, celiac disease, and dairy allergies, looking to reduce their sugar intake and eat all-natural products. Sample the two scrumptious flavors of [Non-Dairy NuGO Slim](#), Crunchy Peanut Butter and Espresso, at the Winter Fancy Food Show in booth 330. Non-Dairy NuGO Slim is certified gluten-free by the Gluten-Free Certification Organization (GFCO) and Kosher Pareve by the Orthodox Union.

Last year, NuGo Nutrition introduced three flavors of NuGO Slim that contain dairy. After hearing the rave reviews and seeing the outstanding nutrition facts, NuGo received countless requests for a dairy-free, vegan version. NuGO Slim was featured on the Today Show by Joy Bauer, praised in Pilates Style magazine, recommended by The Biggest Loser Season 11 Winner and Runner Up, and named the best low sugar bar by Easy Eats magazine. Company vice president Steve Smith said, "People who need low sugar, gluten-free, and dairy-free deserve healthy, real delicious snacks made with real ingredients."

Non-Dairy NuGO Slim contains 3 grams of sugar from luscious REAL dark chocolate, 17 grams of protein, 7 grams of soluble fiber from chicory root, and 180 calories. While other sugar-free bars use fake chocolate flavored palm oil coatings sweetened with maltitol, NuGo Nutrition uses REAL dark chocolate as the coating on NuGO Slim to produce a truly delicious bar. Sugar alcohols, like maltitol, typically found in low sugar and sugar-free bars, can cause gastric distress and a bad aftertaste. NuGO Slim is more diabetic-friendly than maltitol sweetened bars since maltitol has a glycemic index of around 50, which is a higher GI than spaghetti, orange juice or carrots. For bodybuilding and weight loss, it is essential to avoid blood sugar spikes because they lead to excess fat storage.

The National Health and Nutrition Examination Survey 2001-2004 found that Americans consume a shocking 22 teaspoons of sugar per day. The daily sugar recommendation for

women is only 6 teaspoons (24 grams) and 9 teaspoons (36 grams) for men. According to the American Heart Association, “added sugars contribute zero nutrients but many added calories that can lead to extra pounds or even obesity, thereby reducing heart health.” Studies have shown an association between sugary drinks and an increased risk of type 2 diabetes. Although experts disagree about the best ways to combat the obesity epidemic, they agree that cutting sugar is essential.

While reading food labels for added sugars, consumers who are also looking for real ingredients will be surprised to learn that most protein bars contain fake dark chocolate. Without a FDA standard of identity, companies can call a product dark chocolate on the front of a package without using real dark chocolate ingredients! Visit the NuGo website to learn more about [Dark Chocolate Deception](#), the taste and health benefits of eating REAL dark chocolate, and why companies use fake dark chocolate.

The MSRP for one bar is around \$1.99. NuGo bars are sold at [retail stores](#) nationwide as well as at many US airports. All bars can be [ordered online](#). A sample pack of Non-Dairy NuGO Slim is \$7 and includes free shipping. With 15 NuGo REAL dark chocolate protein bars in scrumptious flavors, it is easy for the whole family to make better snack choices, including those with special dietary needs.

About NuGo Nutrition:

NuGo Nutrition’s mission is to help people make better snack choices without compromising on flavor. Headquartered in Pittsburgh, PA, the company creates snacks without hydrogenated oils, trans fats, waxy vegetable fats, or high fructose corn syrup. NuGo uses top quality all-natural ingredients, like antioxidant-rich REAL dark chocolate. All products are certified Kosher by the Orthodox Union.

[View NuGo bars at a glance](#) to find bars for special dietary needs, including many gluten-free, vegan, non-dairy, and Pareve options. NuGo Nutrition makes NuGo (family nutrition), NuGo Dark (gourmet protein bars), NuGO FREE (gluten-free, soy-free and vegan), NuGO Slim (low sugar and gluten-free), NuGO Organic (certified organic protein bar), NuGo 10 (raw and gluten-free), and Crispy Cat (gluten-free organic candy bar).

NuGo bars can be purchased in many retail locations, online, or by calling toll free 1-888-421-2032. NuGo is also available at retail locations internationally in Canada, Mexico, and Israel. [Follow @NugoNutrition on Twitter](#) and like NuGo on [Facebook](#).