



**LÄRABAR® Introduces A New JÖCALAT® Flavor:
German Chocolate Cake**

Denver, CO, March, 2009 – The makers of LÄRABAR® (LARABAR.COM) and JÖCALAT® are pleased to announce the launch of their newest JÖCALAT flavor – **German Chocolate Cake**. This addition brings the total number of decadent JÖCALAT flavors to seven.

A much loved and familiar favorite, German Chocolate Cake is smooth, sweet and nutty made of coconut, dates, pecans, almonds and cocoa. JÖCALAT also comes in Chocolate Coffee, Chocolate Cherry, Chocolate Hazelnut, Chocolate Mint, Chocolate Orange, and of course, Chocolate.

“As a kid, chocolate was my weakness; it is the ultimate indulgence. Now people can feel good about eating chocolate,” said LÄRABAR founder Lara Merriken. “With our new German Chocolate Cake JÖCALAT, you can have your cake and eat it too!”

About JÖCALAT®

Introduced by the makers of LÄRABAR in 2006, JÖCALAT is the world's first organic chocolate food bar. Pure chocolate harmonizes with fruit and nuts in each of the seven JÖCALAT flavors. Each bar contains no more than seven simple ingredients. JÖCALAT is 100% organic, and free of added sugar, sweeteners, dairy, gluten and soy. Deliciously rich, it's a wholesome indulgence with ingredients you can feel good about eating. The chocolate in JÖCALAT is also Fair Trade Certified™, which ensures the empowerment of farmers and farm workers worldwide, so that they can compete fairly in the global marketplace. For more information visit: www.transfairusa.org.

About LÄRABAR®

Founded in 2003 by Lara Merriken, LÄRABAR now produces sixteen LÄRABAR brand flavors and seven JÖCALAT brand flavors. The company is committed to producing simple, whole food products. LÄRABAR products are available worldwide at a variety of natural, specialty, and conventional grocers and outdoor lifestyle retailers. For more information, visit LARABAR.COM or call 877- LÄRABAR (527-2227).

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