



**LÄRABAR® Introduces Two New Flavors:
Peanut Butter & Jelly and Tropical Fruit Tart**

Denver, CO, March, 2009 – LÄRABAR® (LARABAR.COM) maker of the original fruit and nut food bar, is pleased to announce the launch of their two newest flavors – **Peanut Butter & Jelly** and **Tropical Fruit Tart**. These additions bring the total number of delicious LÄRABAR flavors to sixteen, once again expanding the variety of dessert inspired alternatives for health-conscious consumers. LÄRABAR will be unveiling their much-anticipated new flavors at the Natural Products Expo West, taking place March 6th through the 8th at the Anaheim Convention Center in Anaheim, CA.

With just four simple ingredients – Dates, Peanuts, Cherries, and Salt, the Peanut Butter & Jelly LÄRABAR snack bar tastes remarkably indulgent and delicious, just like the ever-popular sandwich. The creamy taste of peanut butter blends perfectly with the sweetness of cherries. The Tropical Fruit Tart is a smooth combination of pineapple, orange and coconut flavors - a refreshingly sweet treat that bursts with flavor and is reminiscent of a pineapple upside down cake.

“We at LÄRABAR are always trying to emulate the decadent flavor of time honored desserts and snacks with the use of wholesome, simple ingredients.” said Lara Merriken, Founder of LÄRABAR. “Peanut Butter & Jelly LÄRABAR is a treat that both kids and adults will love as they do the classic sandwich. The Tropical Fruit Tart LÄRABAR is smooth and tangy with a delightfully sun-drenched tropical flavor. ”

Delicious Taste in Its Simplest Form

LÄRABAR is the embodiment of food in its simplest, most satisfying and natural state. “Our products contain 100% whole food, with no more than 2 to 7 ingredients and no added sugars. LÄRABAR is a wholesome snack made with fruit, nuts and spices at the very heart of each flavor,” adds Merriken.

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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