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CHEF JAY'S FOOD PRODUCTS PROTEIN-FORTIFIED 50-gram BARS AND LITE BITE COOKIES PERFECT SNACK FOR SUMMER

These bars and lite bite cookies contain half the calories, sugar and fat of the original Tri-O-Plex bars and cookies yet still curb hunger between meals by providing 13g of protein per package

Las Vegas, Nev., (June 18, 2009) – The summer months mean warmer weather, pool parties and the desire to look great in a swimsuit. For those looking to stay fit, or even shed a few unwanted pounds, it's not too late to start. For this occasion, Chef Jay's Food Products is delighted to offer its 50-gram bar. Offered in three great flavors (Peanut Chocolate Chip, Smores and Very Berry) these Tri-O-Plex bars are packed with 13g of protein but contain 50% less calories, fat, sugars and carbohydrates than the original 118g bars.

"Our 50-gram bars are the perfect snack this summer for people looking to add a significant amount of protein to their diet," said Chef Jay Littmann, founder of Chef Jay's Food Products. "The 50-gram bars have less than half the calories, fat, sugar and carbohydrates than our original Tri-O-Plex bars and can be eaten as a between-meal snack or in place of breakfast or lunch."

If sweet snacking between meals is the problem, Chef Jay's also offers a "Lite Bites" version of its highly popular protein-fortified cookie. Sold in four delicious flavors (Chocolate Chip, Double Chocolate Chip, Peanut Butter Chocolate Chip and Oatmeal Raisin) these cookies provide a healthier alternative to sweet snacking (the best-selling Chocolate Chip variety only contain 80 calories, 2g fat and 4g sugar per cookie. Littmann cautions, as with the 50g protein bars, the cookies need to be part of an overall healthier diet.

"Simply eating our products by themselves aren't the answer to a better body and healthier lifestyle," Littmann adds. "People have to not only eat smarter and healthier but also need to incorporate a modest amount of cardiovascular exercise into their lives in order to see and feel a difference."

Littmann should know, battling weight problems all his life, 18-months ago he was the heaviest he'd ever been at 416 pounds. Today he's down to about 200 pounds and credits his astonishing weight loss to a combination of a protein-heavy diet and regular exercise.

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In addition to the 50g bars and cookies, below is a list of Chef Jay's other protein-fortified products:

- Cookies (12 products – includes the lower calorie “Lite Bites”)
- Original Tri-O-Plex bars (10 products)
- Duo Bars (three flavors – like the original bar but filled with a creamy center for twice the flavor)
- Gourmet Brownies (five flavors)

Chef Jay's Food Products can be found at most health clubs and a wide variety of convenience stores and vitamin, health food and nutrition stores nationwide and overseas including (but not limited to) Vitamin Shoppe, GNC, Hi Health, Bally's, Gold's Gym, 7 – Eleven, Absolute Nutrition and Nutrition Express. All of Chef Jay's products can also be purchased online at www.chefjays.com.

About Chef Jay's Food Products

Chef Jay's Food Products, created by Chef Jay Littmann, is the manufacturer and distributor of Tri-O-Plex protein bars, cookies, and brownies specifically designed for healthy, active lifestyles. Chef Jay's manufactures its products in-house at a state-of-the-art facility in Las Vegas, Nevada. The company distributes its products through its international network of distributors and direct to retail and other customers primarily in the healthy lifestyle and fitness community. Chef Jay's Food Products can be found at most health clubs and a wide variety of convenience stores and vitamin, health food and nutrition stores nationwide and overseas including (but not limited to) Vitamin Shoppe, GNC, Hi Health, Bally's, Gold's Gym, 7 – Eleven,, Absolute Nutrition and Nutrition Express. . To purchase or learn more about the wide array of Chef Jay's products visit www.chefjays.com. Become a fan of Chef Jay's Food Products on [Facebook](#) and receive special offers, event information and more.

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