

Media Contact

Ken Langdon
Heat Communications, Inc.
(702) 952-4910
klangdon@heatcommunications.com



PROTEIN FORTIFIED COOKIES ARE THE SWEET SNACK OF 2009

Chef Jay's "Lite Bites" especially popular with kids and moms-to-be as a healthier alternative to sweet snacking

Las Vegas, Nev., (January 1, 2009) - Chef Jay's Food Products is a Las Vegas-based company that produces a wide array of protein-fortified products including Cookies, Tri-O-Plex Bars, Protein Puffs, Gourmet Brownies and Duo Bars. Great as a post-workout protein-packed food source, or just as a healthier snack for men, women and kids alike, Chef Jay's products come in a variety of delicious flavors including Chocolate Chip, Oatmeal Raisin, Peanut Butter, Cranberry White Chocolate Chip, Banana Walnut, Caramel Apple and more. Both the original cookies and "Lite Bites" cookies are especially with mothers as they have fewer calories, sugars and fat grams than other packaged cookies on the market and also provide up to 22g of protein per package (two cookies). Kids love them because even though they are a healthier alternative to sweet snacking, they still taste like a just-baked cookie.

Chef Jay's Food Products is the brainchild of Jay Littmann, a certified chef who graduated in the top of his class at Newbury College of Culinary Arts in Brookline, Massachusetts. After spending a few years cooking around the city of Las Vegas, Chef Jay decided to combine his longtime interest in business with his passion for cooking. In the mid 1990s Jay bought a little 700 square-foot muffin shop on the outskirts of Las Vegas and unknowingly created a hit. One of his products was a health bar that he made with oats, honey and raisins and would deliver to workout facilities in the area. Soon he started getting calls not only from the Las Vegas regulars eating his bars, but also those who had tried them while here vacationing or visiting friends – wanting to know where they could buy his "delicious bars" they had sampled. Jay knew he was onto something and while it was difficult, he managed to come up with the necessary financing to create what is now Chef Jay's Food Products.

- more -

HEALTHIER SWEET SNACKING – Page 2

All of Chef Jay's products are produced and packed in his state-of-the-art manufacturing facility in Las Vegas. The staff at Chef Jay's is dedicated to the research, production and distribution of the finest Tri-O-Plex bars and other protein-packed products on the market today.

"Since each product is produced in a relatively small batch, in comparison to larger companies who produce similar goods, Chef Jay's Food Products are delivered with that just-baked taste," said Chef Jay's Food Products founder, Jay Littmann. "We pride ourselves on producing the best product available that delivers what our customers have come to expect – a snack that not only provides a good amount of protein but also tastes great."

There are five different ways to try one of Chef Jay's Food Products including:

- Cookies (12 products – includes the lower calorie "Lite Bites")
- Tri-O-Plex bars (10 products)
- Duo Bars (three products – like the original bar but filled with a creamy center for twice the flavor)
- Gourmet Brownies (four products)
- Protein Puffs (two products)

Chef Jay's Food Products can be found at a variety of health food and nutrition stores both overseas and the United States including (but not limited to) Vitamin Shoppe, GNC, Bally's 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 a manufacturer and distributor of Tri-O-Plex protein bars, cookies, gourmet brownies and other protein-packed products. The company's products are great tasting, high protein products 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 a variety of health food and nutrition stores both overseas and the United States including (but not limited to) Vitamin Shoppe, GNC, Bally's and Nutrition Express. To purchase or learn more about the wide array of Chef Jay's products visit www.chefjays.com.