



*wine on the vine™*

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## **ENJOY HEALTHIER HOLIDAYS WITH DARK CHOCOLATE COVERED CABERNAYZYNS**

*The Wine RayZyn Company introduces a snack that offers guilt-free indulgence just in time for the holiday season.*

NAPA VALLEY, Calif. (October 11, 2016) – Riding the coattails of their successful launches of CabernayZyn™, ChardonayZyn™ and MerlayZyn™, The Wine RayZyn Company is now introducing Dark Chocolate Covered CabernayZyns just in time for the holiday season.

CabernayZyns, the key ingredients in this new product, are dried Cabernet Sauvignon wine grapes, a crunchy superfood that is high in fiber, low in fat and cholesterol, and has more antioxidants than wine. Each CabernayZyn is coated in luscious dark chocolate, a perfect pairing with crunchy, fruity CabernayZyns. This new product offers an entirely new taste sensation, one that is exploding with flavor and nutrition.

“CabernayZyns are a superfood, and everyone knows that dark chocolate is high in antioxidants,” says Wine RayZyn Company Co-Founder Andrew Cates. “With this product, we combine two nutrient-dense ingredients to create a delicious snack.” Recent product testing has demonstrated that Dark Chocolate Covered CabernayZyns are a good source of iron, which is an added bonus for nutrition-conscious snackers. “Our goal is to create amazing snacks that consist of simple, yet delicious ingredients,” says Cates.

The Company taste-tested this new product at the Summer Fancy Food Show in New York City. The positive response was overwhelming. According to Cates, “The Dark Chocolate Covered CabernayZyns have the potential to reach a huge market segment of people looking for ways to indulge in snacks, but in a healthier way. We think that they will be especially big during the holiday season as people gather to enjoy good food, good friends, and to celebrate good times. With our new product, they can also





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appreciate that they are eating delicious food that provides good nutrition.”

Dark Chocolate Covered CabernayZyns will be available in the coming weeks in a .5-ounce “pocket single” package. The packaging is luxurious and proves that good things come in small packages. The Company chose colors like rich chocolate brown, gold, and purple to communicate the product’s premium status. “We chose the .5-ounce package to introduce this product, as we know people want just the right amount to satisfy those sweet cravings. We deliver taste and nutrition with this amazing treat, and we like that this new snack makes people feel good about indulging a little,” says Cates.

The Wine RayZyn Company is seeing a lot of interest from retailers, gift basket companies, and consumers who want to share something new and tasty with friends and family during the holidays. Once launched, people can purchase Dark Chocolate Covered CabernayZyns at rayzyn.com, Amazon, and a variety of retailers across the country.

To learn more about The Wine RayZyn Company’s new products, you can reach out to Eleanor Cates via the contact information listed on page 1 of this release.

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