



## **SoLo Product Quote Sheet**

### **Corporate Philosophy:**

"SoLo is committed to "Raising the Bar in Sports Nutrition", developing great tasting, science-based products for optimal performance and overall health."

**Saul Katz, President, CEO**

"SoLo's Controlled Energy Response™ technology delivers a reliable source of sustained energy that elite athletes depend on for their competitive advantage."

**Saul Katz, President, CEO**

"SoLo's all-natural blend of ingredients and unique nutritional profile delivers consistent and long-term energy, allowing athletes and active individuals to achieve amazing results!"

**Saul Katz, President, CEO**

### **Sport and Performance Enhancing:**

"Attaining the body's peak performance results from effective and consistent training and fueling. SoLo bars provide a consistent high-test fuel that goes the distance whether in competition or preparing for it. No hitting the wall, no gastric distress, just a steady flow of energy to the body as it needs it to maximize one's personal endurance and capability."

**Johanna Burani, MS, RD, CDE; Registered Dietitian and Certified Diabetes Educator; Author of *Good Carbs, Bad Carbs***

### **Nutrition, Convenience, Enjoyment:**

"I love the SoLo bars! As a food and restaurant critic as well as a type 2 diabetic, I appreciate a bar that tastes good. The bars are far superior to all of the other similar bars in both in flavor and texture. I have tried almost every bar out there and SoLo is by far the best of the bunch! Thanks for caring about quality, not just being like the rest."

**Allan Borgen, Food & Restaurant Critic, Let's Dine Out Show-PBS**

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**Nutrition, Convenience, Enjoyment:**

“I absolutely love the SoLo bars as a snack or a quick pick me up. I offered them to several of my staff members and all but one (29 liked them, 1 could take it or leave it) said they would eat them on a regular basis and that they would not hesitate to replace the bar they currently eat with the SoLo bar. My parents and a staff member who is a Type II diabetic all love the bar, especially the fruit flavors. They would definitely purchase them.”

**Lois Scian, RN/CSN, CHES; School Nurse/Health Educator**

“Your product was introduced to me by my doctor. He chose the SoLo bars for their balanced nutrition and low glycemic profile. I chose them as the best tasting meal replacement bar on the market. I often find myself rushing from one appointment to another with no time to stop for a meal. SoLo bars not only provide needed fuel but also satisfy an otherwise unquenchable chocolate craving. As an added bonus, SoLo bars come in at 4 points on the Weight Watchers Point scale which fits easily into a daily food plan. Thank you for creating something that tastes so good and works so well.”

**Tara Sitser, Encino, CA**

**Health Promoting:**

“I applaud the science behind your product. Too many “energy bars” or supposedly healthy snack bars are nothing other than chocolate bars with a little bit of poorly digestible protein added in. Your bars have been carefully crafted on sound nutritional principles to avoid rapid excursions in blood glucose. I would certainly endorse their use in a variety of circumstances.”

**Richard Lewanczuk, MD, PhD, FRCPC; Professor, Division of Endocrinology, University of Alberta; Medical Director for Capital Health Regional Diabetes Program, Alberta**

“SoLo Bars with low GI demonstrate a profound decrease in postprandial glucose response making them a healthy snack for diabetics and the population at large. Using the bars between meals can potentially help to prevent elevation of blood glucose levels, which is an important measure to prevent secondary complications of diabetes.”

**Tapan Basu, Ph.D. Nutritional Biochemist, Professor Emeritus, Dept. of Agriculture, Food and Nutritional Science, University of Alberta**

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**For more information:**

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