FOR IMMEDIATE RELEASE

Bragg Live Food Products Introduces New Line of Organic Apple Cider Vinegar Drinks
New Beverages May Offer Help for Weight Control and Diabetes

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Bragg Live Food Products, Inc., a leading manufacturer and distributor of Organic Apple Cider Vinegar has announced a new line of Organic Apple Cider Vinegar All Natural Drinks according to Bragg President and CEO Dr. Patricia Bragg. The ready-to-drink organic beverage line is the latest addition to the Bragg Live Food Product line of natural and organic food products. The new product line builds on nearly a century of the company’s heritage as a producer of Organic Apple Cider Vinegar and publisher of a national bestselling book on the health benefits of Apple Cider Vinegar (Apple Cider Vinegar – Miracle Health System, Heath Science 2009) written by the company’s founder, Dr. Paul C. Bragg.

Bragg Organic Apple Cider Vinegar has received much media attention over the past several years. It was recently featured (February 4, 2010) on an special edition of The Oprah Winfrey Show discussing Diabetes – America’s Silent Killer. The television show featured a discussion with Oprah, fitness guru Bob Greene, and popular television physician Mehmet Oz, M.D. about the health benefits of Apple Cider Vinegar in lowering the Glycemic Index of a meal when added to foods, a scientific measure of how fast carbohydrate containing foods raise blood sugar levels. Low Glycemic Index foods and meals are associated with better blood sugar and insulin level control for diabetics and weight control. Bragg Organic Apple Cider Vinegar was the brand of Apple Cider Vinegar shown and discussed on the show that would be effective for lowering the Glycemic Index of foods.

For centuries, the virtues of Apple Cider Vinegar have been proclaimed for its legendary culinary and healing properties. In 400 B.C., Hippocrates, the Father of Medicine, used Apple Cider Vinegar as a cleansing and healing agent. While the traditional use of Apple Cider Vinegar as a natural remedy has been legendary for centuries, modern medical research has just begun to confirm some of its traditional medicinal uses.

Recent studies have shown that when Apple Cider Vinegar is taken with a meal, it is effective in helping control blood sugar and insulin levels by reducing the Glycemic Index of foods. Studies conducted by at Arizona State University and published in the American Diabetes Association’s journal Diabetes Care suggest that Apple Cider Vinegar used as a natural remedy may possess physiological effects similar to commonly prescribed diabetes medications. “The results of this research illustrates the health benefits that Apple Cider Vinegar can have for diabetics and for weight loss,” according to John Westerdahl, PhD, RD, Director of Health Science for Bragg Live Food Products. “We are excited to develop a line of great-tasting, healthy and convenient ready-to-drink beverages that are formulated to provide just the right amount of Apple Cider Vinegar in each bottle that is based on the scientific research,” stated Dr. Westerdahl.

The new line of Bragg Organic Apple Cider Vinegar Drinks is currently available in four flavors, Original Organic Apple Cider Vinegar & Honey, Apple-Cinnamon, Concord Grape-Acai, and Ginger Spice. Two of the new drinks are categorized as Low Calorie and one as Calorie-Free, and are sweetened with a new FDA approved natural, non-caloric sweetener derived from the leaf of the stevia herb which grows in South America. Bragg is one of the first companies to utilize this new natural sweetener in a national line of health beverages.

The new beverages are currently being introduced in natural food and grocery stores nationwide and will be formally introduced to the natural food industry at the Natural Products Expo West in Anaheim, California in March.

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High resolution images are available on request or download from our website: www.bragg.com
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