

# Press Release

For Immediate Release



## **Uncommon Carob Introduces Silky-Smooth Carob Bars**

*Not just silky-smooth... but tasty, organic, non-GMO, melt-in-your-mouth, truly uncommon carob bars. You'll be amazed.*

**DUFUR, OR (December 1, 2017) –**

Uncommon Carob this month introduced a new line of carob bars with silky-smooth texture and delightful flavor. The special ingredients were chosen specifically to make carob taste like the best-ever carob possible -- without trying to imitate chocolate. No bitter overtones here. Just smooth, almost-chocolatey, melt-in-your-mouth goodness without the side effects of the chemicals naturally found in chocolate.

Three initial flavors offer something for everyone.



- *Pure Unsweetened* - Naturally sweet, not bitter
- *Sweetened* - A touch of organic coconut sugar makes it like candy
- *Cool Mint* - Aah! Peppermint. Classic subtle coolness!



David Stelzer, CEO of Uncommon Carob, doesn't handle the caffeine in chocolate well, so he doesn't eat chocolate. He eats carob. These carob bars meet his high standards for quality, nutrition and taste. "My family had made carob candies for years using a commercially produced carob base," Stelzer says. "But, when we realized that the ingredients had changed over the years to include genetically engineered ingredients, we decided it was time to make our own carob base with only the best **non-GMO, organic** ingredients." The result was nothing less than uncommonly good carob bars.

Carob is a little-known superfood. It is **high in calcium** yet contains **no oxalates**. (The oxalates found in chocolate actually inhibit the absorption of calcium). Carob is **high in fiber** and the naturally present **antioxidant polyphenols** benefit health and

aid good digestion. And because carob is **caffeine free**, it won't cause the jitters, irritability, and insomnia that can come from the caffeine in chocolate. Caffeine can also cause breast tenderness and pain -- another reason to switch to carob. Besides all that, unlike chocolate, carob is **free of Tyramine** (an amino acid that can trigger migraine headaches in some people).

But, it's not just the ingredients that make these bars superior to anything that has come before. A proprietary process turns the specially-selected ingredients into a super-smooth, mouth-pleasing, treat that's been unavailable until now. While other carob bars are grainy or chalky, Uncommon Carob is smooth and silky... like refined, gourmet chocolate -- only better.

"Even if you've tried carob before, Uncommon Carob is nothing like it. It's truly different -- certainly *uncommon* Carob. I think you'll be happily surprised," Stelzer added.

### **Proud to be:**

- Organic
- Dairy-Free
- Non-GMO
- Soy-Free
- Caffeine-Free
- Gluten-Free
- Keto-friendly (*Pure Unsweetened* has good fat-to-carb ratio)
- Rainforest safe (carefully sourced ingredients)



*pure  
unsweetened*

### **Where to Buy:**

Uncommon Carob bars are currently available at Azure Standard -- the largest independently-owned organic and non-GMO food distributor in the USA today.

<https://www.azurestandard.com/shop/brand/uncommon-carob/1682>

Uncommon Carob bars can already be found at some small health stores, coffee shops, delis, and outdoor outfitters with more stores stocking them daily. Plans are in place to widen distribution in 2018. Retail or wholesale inquiries may be made directly at [UncommonCarob.com](http://UncommonCarob.com)

### **About Uncommon Carob:**

Uncommon Carob works closely with Azure Standard on ingredient sourcing and manufacturing to ensure that everything meets the Azure standard for quality organic food. For additional information please visit: <http://uncommoncarob.com>

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