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**ZŌE FOODS OFFERS “BREAK THE DONUT RUT” CHALLENGE:
A HEALTHY ALTERNATIVE TO THE “HIGHLY PROCESSED” BREAKFAST**

Zōe Foods Helps People Bypass High Fat, High Sodium, Highly Processed, High Calorie Breakfast Foods

NEEDHAM, MA – March 2, 2007 – Small, women owned and run Zōe Foods has joined the battle against obesity in America. The manufacturer of great-tasting and all-natural cereals and bars cites a series of recently released medical studies that say Americans should be eating healthier foods. To help, Zōe Foods recently launched a new initiative called “Break The Donut Rut” sending free samples to corporate offices to transform sugar lows into all day energy and everyday health.

The response has been great. “We’ve received hundreds of emails, letters, faxes and calls from people replacing donuts and muffins with delicious Zōe’s Granola, O’s and Bars because of our unique combination of fiber, protein, and omega-3s” said Tori Stuart, Founder and President of Zōe Foods. Zōe’s Bars and Cereals combine ground flaxseed and soy for an excellent source of omega-3s, as well as lignans and isoflavones, which are believed to provide a protective barrier against heart diseases and inflammation.

Stuart referred to a WebMD Magazine story by Elaine Magee, MPH, RD March 09, 2006 that says “finding a healthier breakfast means looking for items with some fiber and protein (which makes them more satisfying), but not too much saturated fat or total fat”. “There is mounting evidence that the increased consumption of highly processed food is not healthy and is contributing to obesity. For example, a glazed cake donut can contain up to 370 calories with 19 grams of fat, compared to a serving of Zōe’s Cinnamon O’s which contains 120 calories and 1.5 g of fat,” said Stuart. “We are not saying that you have to go ‘cold turkey’ and stay completely away from processed food, but Zoe’s provides a healthy, convenient alternative that can help put Americans on the road to a healthier lifestyle.”

About Zōe Foods

Zōe Foods manufactures all-natural foods that provide all day energy and everyday health. Zōe's Cereals and Bars are available in stores throughout the U.S. where natural foods are sold, such as Whole Foods Market, Kroger, and a wide list of supermarkets. Bar flavors include: Chocolate Delight, Chocolate Peanut Butter Bliss, Peanut Butter Paradise, and Heavenly Apple. Zōe's O's flavors include: Natural, Honey, and Cinnamon. Zōe's Granola flavors include: Honey Almond, Cranberries Currants, and Cinnamon Raisin. Consumers can also find Zōe's Cereals and Bars online at www.zoefoods.com or at www.Amazon.com. The Zoe Foods web site offers free recipes, a healthy meal plan, a store locator, research regarding flaxseed and soy, and more.

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