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Craving Alert! The Latest Flavors On The Minds of Mothers To Be

NutraBella's new Bellybar helps satisfy baby-on-board set by offering tasty treats packed with vitamins and minerals. Three initial flavors with oats, berries and nuts, and chocolate will hit the market this month.

July 11, 2005 -- San Mateo, CA – It may not be pickles and ice cream, but the creators of the new Bellybar are banking they'll deliver the tasty fix expectant mothers are craving this summer – with a healthy boost of vitamins and minerals to boot.

Set to roll out July 2005, Bellybar, by NutraBella, will pack protein, iron, folic acid, calcium, B6, vitamin E and other vitamins and minerals into tasty 1.59 oz bars. Three initial flavors are offered in the first roll out: Mellow Oat, Berry Nutty Cravings, and Baby Needs Chocolate, a range certain to satisfy a wide variety of prenatal appetites.

"Pregnancy is such a delicate time nutritionally, aggravated by intense cravings for foods that may not be terribly healthy," says Leslie Sagalowicz, co-creator of Bellybar. "We worked with hundreds of pregnant women while creating our product line. Some could only eat cake or candy bars throughout their entire pregnancy – some couldn't stomach their pre-natal vitamins and chose not to take them. With Bellybar you get an amazingly satisfying snack together with an easy to digest dose of recommended vitamins."

Packed with delicious ingredients, each Bellybar flavor is wonderfully chewy, and deeply satisfying.

Mellow Oat features toasted oats, crisp rice, almonds, and graham cracker pieces all bound together with rich brown rice syrup. Created to be deliberately mild in flavor, Mellow Oat is often chosen by women struggling with nausea. Like all three flavors, Mellow Oat offers a bevy of vitamins and minerals, as well as a healthy dose of Omega-3's and Omega-6's.

Berry Nutty Cravings offers sweet cranberries, almonds, and luscious blueberries in a chewy toasted oat base. This flavor is a great option for those who have a yen for granola and trail mix.

Baby Needs Chocolate is an ode to true chocolate fans. Here, a delicious blend of crisp toffee, genuine milk chocolate chunks, almonds, and cocoa powder are mixed with toasted oats to offer a seductively enjoyable treat.

"Most of our focus group moms found these easily as satisfying as candy, cake, or ice cream," says co-creator Meredith Lincoln of her product's taste. "And the great thing is that these can be eaten in places where other foods aren't convenient like the car, on an airplane, or even pushing a stroller around shopping."

Bellybar will be sold through parenting boutiques, grocery stores, and specialty retailers beginning in July 2005.

NutraBella was founded in 2004 by Leslie Sagalowicz and Meredith Lincoln. The company's goal is to improve the nutritional well-being of women by delivering delicious, nutrient rich products uniquely formulated and conveniently available. NutraBella is headquartered in San Mateo, CA.