

Innocent chocolate™

THE GUILT-FREE CHOCOLATE WITH THE SINFUL TASTE

FOR IMMEDIATE RELEASE

Blocking sugars has never tasted so good

Fort Lauderdale April 10, 2015

Developed by a health and fitness junkie who holds a degree in nutrition and nutritional biochemistry, Innocent Chocolate™ announces a breakthrough product that will transform the Sweet Tooth Game by using certified, organic ingredients that block the absorption of sugar and starch (big carbohydrates), and fats.

Innocent Chocolate™ wasn't born in a laboratory or a test kitchen. It was born in a gym. With diabetes, autoimmune disorders and obesity on the rise in the world, creator of Innocent Chocolate™, Ty Cherry, believed there had to be a better way to battle the lifestyle addiction of devouring high-in-sugar foods that are toxic to the body.

"From my research and practical application I knew of powerful natural ingredients that were proven to help, and as a self-professed chocoholic I knew of the perfect way to satisfy the old sweet tooth," says Cherry. From that innocent idea was born Innocent Chocolate™.

Made with a combination of life-changing ingredients derived from nature, Innocent Chocolate™ is more than a certified USDA Organic cacao, sugar-free chocolate. Its powerful combination of sucrase inhibitors (sugar blockers), amylase inhibitors (starch blockers) and fat binding complexes (think of tiny natural sponges that absorb fat), do something that no other chocolate in the world can do. Each serving (40 grams) blocks the sugar (up to 50 grams) consumed during the day from being readily absorbed into the blood stream, as well as turning some of that sugar into a prebiotic, aiding in digestion. Innocent will help lower your blood glucose levels and help your body burn its own fat instead of the sugar you eat.

In an independent test Innocent Chocolate scored 9 of 10 in taste, texture and smell. It's made of 100% sun-dried, Hispaniola beans, one of the rarest and most flavorful cacao beans. Innocent Chocolate™ is: sugar free, gluten free, made with USDA certified Organic cacao, contains no GMOs, is vegan, certified fair trade and Kosher.

Ty Cherry says, *"Summer 2015 promises to be exciting as we launch three 77% dark organic chocolate products: a bar, an artisan spread, and chocolate covered exotic green coffee beans. We're especially excited to be in talks with renowned chefs discussing further applications of Innocent Chocolate™ in desserts and food preparation."*

Innocent Chocolate™ USA

Innocent chocolate™ is a US registered company with headquarters in Fort Lauderdale, Florida. Its cacao beans are all organically grown and hand-picked in the Dominican Republic, where the manufacturing plant is also located. Each purchase of Innocent helps fund the EarthCorp Foundation, a non-profit 501(c)(3) dedicated to global preservation, restoration and education.

Innocent Chocolate™ is trademarked and patented.