



Press Release

To whom it may concern:

I would like to take a few minutes of your time to introduce you to a new innovative company - Vinifera For Life Ltd., whose founder is internationally recognized Certified Chef de Cuisine. PMA Signature Products is synonymous with quality gourmet food and beverages and is proud to be the exclusive distributor and marketer of Vinifera For Life products in the Toronto area and overseas markets. The following is a brief summary of what Vinifera For Life Ltd. is doing and the benefits that it presents.

Vinifera For Life Ltd. has taken the by-product of the wine-industry (pomace) and has produced grape skin flour. Currently the flour is being used in the production of wine bread. We have test marketed the bread and the flour in the Niagara Region with great success. The flour and the bread have been analyzed by two laboratories. All reports returned very positive and noted the high concentration of these nutritious ingredients:

- fiber
- antioxidants
- resveratrol

In a market study completed by the Canadian Innovation Centre, an independent, not-for-profit organization established in 1981, they assessed the market acceptance for Vinifera For Life Breads to be "High". We also performed a two and a half month bench test and product development project at The Guelph Food Technology Centre at Guelph University to validate our formulas and expectations of the product. Positive results were once again achieved

Through our research we have come to realize that the applications for the product are much more than just bread: the flour can be used to produce tasty crackers, pasta, snack foods, tea and when ground finer can be incorporated into an energy bar or drink. Various bakers have noted that this is the most exciting product since the introduction of Omega infused bread.

Vinifera For Life flour is a nutritionally improved and taste enhanced product that will appeal to chefs, bakers, pastry chefs and the layperson. PMA International invites you to try this superior quality flour and concoct your own delectable recipes.

Sincerely,

PMA Signature Products

