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Low-Carb Dieters have Reason to Celebrate this Holiday Season with the News that Baja Bob's Low-Carb Bar Mixes are Now in Wide Distribution



11/18/03

SAN DIEGO, Nov 18, 2003 (BUSINESS WIRE) --

Millions of people who have joined the weight-loss low-carbohydrate revolution have reason to celebrate with the announcement that Baja Bob's(R) Low-Carb Bar Mixes (www.bajabob.com) are readily available for the holiday season. With their recent entree into wide distribution plus their recent agreement with Albertson's and Fred Meyer in the Pacific Northwest, Baja Bob's low-carb bar mixes offer realistic options to the weight-conscious consumer during one of the most notoriously high weight-gaining seasons.

The mixes are designed to be pleasing to the appetite. Unlike most diet drinks, Baja Bob's Low-Carb Mixes taste even better than typical bar-mixes, many of which contain over 30 grams of sugar. Baja Bob's mixes are made with fresh ingredients and Splenda (an alternative sweetener made from sugar) so there is no 'chemical' after-taste. These low-carb, sugar-free mixes aid those who are staying clear of sugar for health reasons or for those who are watching their waistline. For instance, a typical margarita contains up to 30 grams (6 teaspoons) of sugar and has up to 250 calories as compared to Baja Bob's Original Margarita Mix which tastes more flavorful -- all for only 1 gram of sugar and less than 100 calories, even with the alcohol!

Baja Bob's mixes come in several flavors: Original Margarita, Wild Strawberry Margarita, Desert Key Lime Margarita, Lean & Mean Bloody Mary, Crazy Caribe Pina Colada and Loco Lemon Sweet & Sour.

'We set out to give consumers who saw the benefits of low-carb eating and drinking an option

that was both healthy and palatable,' said co-founder, Craig Cook. 'Until now, there was no guilt-free way to socialize and partake in mixed cocktails without consuming large quantities of sugar and calories. Now dieters have an option; there is no better substitute for sugared drinks than Baja Bob's brand of drink mixes.'

Baja Bob's has generated a loyal following and is the brand of choice that provides both great taste and low-carb choices. The makers of Baja Bob's Mixes are in the process of expanding their line of low-carb options.

About Baja Bob's

Baja Bob's was started by a group of friends who were looking for low-carb solutions that would realistically fit into their lives. The group perfected the mixes and produces them in San Diego. Baja Bob's can be found on the Internet, the Atkins store, and numerous other retailers. For more information, visit their Web site, www.bajabobs.com.

SOURCE: Baja Bob's

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