



For immediate release

14th June, 2011

Are you ready to take YOUR snack bar to a whole new level?

Stephen James Luxury Organics, the new trendsetter in high-end portable Organic Foods, has announced the official launch of their organic, pre-sprouted, whole food Energy Bars.

"Hong Kong has ascended to the level of a world super-city. People here are switched-on and want the freedom of choice to be able to access the healthiest, best tasting, genuinely organic snacks available anywhere in the world," said William Edward, Vice President Marketing and Business Development.

Stephen James Luxury Organics is the brainchild of Drs. Stephen and James Costello, two American-born brothers who have lived in Hong Kong since the mid 1980s. Their dream is to bring the world's finest, value-added, authentically organic products to Hong Kong, Shanghai, Beijing and other progressive Asian cities; as well as overseas established markets like Los Angeles, San Francisco and New York.

Their raw/pre-sprouted/super food idea is the defining value in these Energy Bars, which involves soaking all of its organic whole food nut and seeds constituents in RO water for 12 hours or more before incorporating them into the recipes and drying the bars to edible perfection for 48 hours. This process preserves the energy giving, youthening enzymes which are present in the pre-sprouted whole-food constituents.

"It's not a new idea. The Ancient Taoists of the Dynastic periods in China used these sprouting techniques to drastically increase health and longevity in their societies. People of those times were commonly chronicled to live past 100 years easily and in good health", stated Dr. Stephen Costello. He then added, "We started making these kinds of healthy bars at home for our son when he got to that 'snacking' age. He loved them so much and thrived so well that we decided to make it a new business and take the benefit to future friends and customers".

The luxury organic bars are already placed in upper-end Hong Kong stores. They have been received well with rave reviews from all kinds of happy customers.

What makes these "Organic Energy Bars" stand out from the market?

- **Qi-Active food concept:** Low-heat dried nuts & seeds trapping their optimum energy during the explosive vibrational phase of pre-sprouting. This leaves you with the enhanced goodness of naturally occurring enzymes, fiber and protein. It improves one's digestion, and hence, assimilation of nutrients, minerals and vitamins when consumed.
- **Maximum nutrition, maximum energy, no weight gain.**
- **Our Organic ingredients are WHOLE FOODS** sourced from only the best international sources. They are individually made, crafted by our chefs at the Macau Kitchens for Stephen James. No mass production is used.

- **Real taste** with no added chemicals, no added "Vitamins", no added "Aminos", no food coloring agents.
- **No soy & no dairy products**
- **No sugar added.** We use organic coconut flower nectar and raw organic fruits for our sweeteners.
- **No wheat, no oats, no gluten.**
- **No Preservatives.**
- **No Chemical Salt,** only use Saffron Pink Himalayan Salt in our mixes. This salt is pure, natural, healthy and contains 73 trace minerals.

Available at: "Great"; "360" supermarkets

Customer Service Hotline: 2522 1095

Website: www.sjluxury.com

See attachment 1 – Stephen James Luxury Organics Energy Bars

For Press Enquiries, please feel free to call:

Stephen James Luxury Organics Limited

Ms. Hannah Lei Tel: 2522 1095

Email: Hannah@sjluxury.com

Prestique Limited

Ms. Bonnie Au Tel: 2541 9393

Email: bonnie@prestique.com

Ms. Roxane Tam Tel: 2541 9393

Email: roxane@prestique.com

Stephen James Luxury Organics Energy Bars

	Choco Bar...Passion of Cacao HK\$45 each (42g) The first pre-sprouted/ dehydrated bar in the world to incorporate raw cacao, coconut flower nectar and a synergistically designed combination of carefully selected hazelnuts, pecans and golden flax. Crunchy, nutty bites with a smooth chocolate finish.
	Beauty Bar...Delicious Beautifying Energizer HK\$45 each (39.5g) Inspired by the Ancient Greek concept of beauty as an esthetic ideal, something to which we have a natural born right. Soaked and pre-sprouted golden flax seeds provide skin smoothing, heart-healthy, cholesterol lowering omega-3 oils, in their bio-photon active (Qi-active) state. Exotic and delicious Brazil nuts direct from PERU. Red raspberries, cherries and figs which TCM (Traditional Chinese Medicine) research has shown to be complementary to good health for women. These "warming" fruits supply organic iron and restore the pink to your cheeks.
	Smart Bar...Nourish Your Mind HK\$45 each (38.5g) A clever orchestration of walnuts, pumpkin seeds and Medjool dates. The preponderance of walnuts gives you a real brain cell building energizer. A favourite of a wide range of fans, from aspiring young students to longevity enthusiasts.
	Tokyo Bar...Power of the Sea HK\$39 each (30g) Japanese health and longevity is no secret. Sencha green tea leaves, Organic Nori, pumpkin seeds, sesame seeds, ginger are all indigenous to Japan. Put together in a crunchy savory bar, you'll taste a little of the Rising Sun in every bite. Even if you're as busy as a Tokyo rush hour, these unprecedented energy snacks will help keep you on the move. (Japanese taste, but no ingredient from Japan.)
	Pizza Bar...Real Pizza Taste HK\$39 each (31g) Remember eating the crust with the tomato sauce on it after one of the other kids ate the cheese topping? Still Pizza! The organic sundried tomatoes and Botija olives really come through in this one. The Italian spices assist beautifully.