

PRESS RELEASE

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ZINZINO LAUNCHES NEW PRODUCT: ENERGY BAR - DELICIOUS AND HEALTHY!

Zinzino AB (publ), a leading direct sales company for health products launches Energy Bar. A healthy meal, perfect before or after training, or as a meal on the go. Energy Bar contributes to long-lasting energy and fiber and does not create sugar cravings.

Energy Bar is a unique combination of almonds, dates, chia, quinoa, pumpkin seeds, sesame seeds and inulin. All ingredients provide fiber and energy to your body, with no added sugar.

Energy Bar is free from gluten and lactose and all ingredients are vegan certified. The product follows IOC's and WADA's regulations, which means that it does not contain any prohibited ingredients.

"Our Energy Bar is in line with Zinzino's wish to take responsibility for people's health and wellbeing, as a whole. We are happy to succeed with a 100% vegan friendly energy bar, since everyone gets a chance to enjoy it", says Dag Bergheim Pettersen, CEO Zinzino AB.

"Eating a vegan, seed- and plant-based diet is a popular trend. We have created a well tasting solution for everyone, athletes, vegetarians, vegans, lactose- and gluten intolerant. The Energy Bar provides quick energy but does not spike sugar carvings, since the product does not contain any added sugar. Therefore, Energy Bar is a perfectly timed product that fills a need both now and in the future." Dag continues.

On March 12th, 2018 Zinzino's Energy Bar will be released. It will be available on all European markets. Complete product sheet will be attached as a PDF.

Do you want to try Zinzino's Energy Bar? Send an email to CMO Lars Dahlberg, lars.dahlberg@zinzino.com or call +47 (0)70-779 77 70

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Zinzino AB (publ) is obliged to publish this information in compliance with current EU regulations governing market abuse. The information was provided by the above contact person for publication at 17.00 on 12th of March, 2018.

Zinzino Nordic AB (publ.) is a direct sales company that operates throughout Europe and North America. Zinzino markets and sells products in two product lines: Zinzino Health, with a focus on long-term health, and Zinzino Coffee, consisting of espresso machines, coffee and tea. Zinzino owns the Norwegian company BioActive Foods AS and the research and production unit Faun Pharma AS. Zinzino has more than 120 employees and currently trades in 33 markets across Europe and North America. Zinzino is based in Gothenburg, with additional offices in Helsinki, Riga, and in Florida, USA. Zinzino is a public company and its shares are listed on Nasdaq First North. In 2016, Zinzino was recognised with the award "Superföretag 2015" by Veckans Affärer and the "Gazelle" award by Dagens Industri.