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Maramor Chocolates with MEG-3® Launch at GNC

Great Taste and a Healthy Amount of Omega-3 EPA/DHA

Ocean Nutrition Canada Limited (ONC), supplier of MEG-3® brand Omega-3 EPA/DHA food and dietary supplement ingredients, is pleased to announce that Maramor Chocolates has introduced a great tasting chocolate containing MEG-3® ingredients across the United States.

Maramor is a leading manufacturer and marketer of branded and private label chocolates in the United States. The new product, Maramor Dark Chocolate Squares, contains 315 mg of Omega-3 EPA and DHA from fish oil in a single serving of three squares. The delicious tasting dark chocolate squares contain a very healthy amount of EPA and DHA comparable to the Omega-3 EPA and DHA nutrient value in many fish oil soft gels on the market. Chocolate lovers who are looking for the health benefits of fish oil in a tasty easy to consume treat will find this product delicious and convenient.

Maramor Dark Chocolate Squares were introduced in GNC in May, nationally, across the United States. Maramor has had exceptional interest by retail manufacturers and anticipates further retail distribution because of the increasing consumer demand for fish oil, the taste advantage and the convenience of a healthy, great tasting chocolate. A Maramor Milk Chocolate Square will be available July 1st.

Fish oil contains both EPA and DHA, which are essential nutrients for health and well being and have been shown to be important for heart and brain health. Scientific evidence has generated over 8,000 publications demonstrating the health benefits of both EPA and DHA. Clinical trials have clearly established that both EPA and DHA are needed for good health and only fish oil contains both of these important nutrients. In the United States there is mass market consumer awareness of the health benefits of fish oil. A recent market research study by Leatherhead demonstrated that 90% of consumers are aware of the term Omega-3 and 72% associated Omega-3 with fish oil. Demand for fish oil in the United States has grown 30% annually over the last five years.

Barry Gasaway, VP Sales and Marketing with Maramor said, "Our first priority is to deliver a delicious tasting chocolate to our customer. The addition of fish oil provides the nutritional benefits of Omega-3 in a convenient great tasting treat. We believe having both EPA and DHA is important for our customers since it offers the most complete form of Omega-3 and will help to differentiate our chocolate as providing more health value for our customers."

Ian Lucas, EVP Marketing with ONC said, “We are thrilled to see Maramor launch this great tasting product nationally in the United States through GNC stores” Lucas continued, “Maramor Dark Chocolate Squares contain a very healthy and meaningful amount of Omega-3 EPA and DHA, offering a great alternative for fish oil consumers who would prefer the health benefits in fish, without the taste of fish.”

About Ocean Nutrition Canada Limited (ONC):

Ocean Nutrition Canada is a privately held company, whose major shareholder is Clearwater Fine Foods Incorporated. Clearwater Fine Foods Incorporated is a diversified holding/investment company whose significant holdings include a controlling interest in Clearwater Seafood’s Limited Partnership, the world’s largest integrated shellfish harvester and processor.

ONC is a global leading supplier of Omega-3 EPA and DHA ingredients from fish oil, marketed into the Dietary Supplement and Healthy Food markets. To date MEG-3® ingredients have been included in over 40 billion servings of food and supplement products world wide. For more information on the health benefits of MEG-3® ingredients please visit www.meg-3.com.

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