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Four Facts about the Cocoa Bean – The Real Star on World Chocolate Day

*Fresh cocoa beans naturally contain cocoa flavanols and potent bioactives
that can support total health*

Germantown, Md. (July 7, 2016) – World Chocolate Day on July 7 marks the anniversary of the creation of chocolate more than 400 years ago. This year, celebrate your health by honoring the source of the goodness– the cocoa bean. While there are many myths and misconceptions about the health benefits of chocolate, the fact is the *real* good stuff is locked inside the cocoa bean.

Below are four facts about the cocoa bean that set the record straight about the real hero of Chocolate Day.

1. Cocoa Beans Contain the *Real* Good Stuff

Cocoa beans contain natural compounds called cocoa flavanols, a unique blend of plant-based nutrients unmatched by any other food on earth. These potent bioactives have been shown to support health by helping maintain the body’s pool of nitric oxide. Nitric oxide works with your body’s miles of blood vessels to help maintain the healthy flow of oxygen and nutrient-rich blood to all parts of your body so you can be the best you inside and out.

2. Processing Cocoa Beans Can Destroy the Health Benefits

Fermenting, drying, and roasting cocoa beans is the traditional process used to make cocoa powder and chocolate. However, this conventional cocoa processing often destroys cocoa flavanols, doing away with the health benefits of these compounds. This is why gentle handling and processing of cocoa beans is critical to ensure preservation of the cocoa flavanols that support healthy blood flow.

3. Cocoa Beans Must Be Handled with Care

As a leader in cocoa research, the scientists at Mars, Incorporated developed and perfected the patented **Cocoapro**® process, which gently preserves cocoa flavanols in their purest form, from the freshest-quality cocoa beans available. Cocoa extract is the key ingredient in **CocoaVia**® cocoa extract supplement, which thanks to the **Cocoapro**® process, has the highest concentration of cocoa flavanols available in a cocoa extract supplement today.

4. There is a Way to Enjoy All the Benefits of Chocolate Without the Guilt

CocoaVia® daily cocoa extract supplement delivers 375 mg of cocoa flavanols per serving – a level that promotes healthy blood flow from head-to-toe†. To put this level of cocoa flavanols in perspective, it would take approximately four of the average dark chocolate bar (more than 700 calories) to get the same amount of cocoa flavanols found in one serving of a **CocoaVia**® supplement. **CocoaVia**® supplement comes in convenient capsules or in flavored powdered stick packs that can be added to a variety of delicious [CocoaVia](#)® supplement recipes.

For more information about **CocoaVia**[®] supplement, visit www.CocoaVia.com

†This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

About Mars, Incorporated

In 1911, Frank C. Mars made the first Mars candies in his Tacoma, Washington kitchen and established Mars' first roots as a confectionery company. In the 1920s, Forrest E. Mars, Sr. joined his father in business and together they launched the MILKY WAY[®] bar. In 1932, Forrest, Sr. moved to the United Kingdom with a dream of building a business based on the objective of creating a "mutuality of benefits for all stakeholders" – this objective serves as the foundation of Mars, Incorporated today. Based in Mclean, Virginia, Mars has net sales of more than \$33 billion, six business segments, including Petcare, Chocolate, Wrigley, Food, Drinks, Symbioscience, and more than 72,000 Associates worldwide that are putting its Principles into action to make a difference for people and the planet through its performance.

Mars Symbioscience brands: **CocoaVia**[®].

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