



# SOYJOY DECONSTRUCTED

## Simple, Satisfying Ingredients for Sustained Energy and Health

According to a recent survey, **convenience, nutrition and energy top the list of what women say they are looking for in an afternoon snack.** SOYJOY is a great snacking solution. SOYJOY, a baked, all-natural, nutrient-rich snack made with **whole soy and real fruit**, gives your body steady energy throughout the afternoon. Plus, it's the perfect size for a quick, convenient snack that can be enjoyed anytime, anywhere.

"Finding the right snack can be easy! Start by looking for foods with protein, fiber and healthy fats. If these nutrients are present, you can count on a satisfying, energizing snack," says Registered Dietitian Lisa Dorfman. "Plan ahead for your snacking needs and keep SOYJOY at your desk, in your purse or in your briefcase. With its unique combination of whole soy, fruit and fiber, SOYJOY is the perfect antidote for that sluggish feeling you get in the afternoon."

### SOYJOY INGREDIENTS

SOYJOY's ingredient list may be short, but its nutrient-rich, all-natural elements do a great deal for your health and energy! For example, a Berry SOYJOY contains the following all-natural ingredients: Whole Soybean Powder, Raisin, Sugar, Butter (from milk), Dried Hawthorn Berry, Dried Wolfberry, Brown Sugar, Maltodextrin (natural fiber source), Egg, Red Bean Paste, Salt, Natural Flavor.

### A CLOSER LOOK AT WHOLE SOY

SOYJOY contains whole, unrefined soy that breaks down more slowly in the body than more processed soy ingredients, providing a natural, enduring energy throughout the day. Whole soybeans are a nutrient-rich food delivering high-quality protein, carbohydrates, fiber, healthy fats and a number of vitamins and minerals important to good health. Unlike soy protein isolate, a popular source of soy in food products, whole soy is minimally processed and provides *all* of the naturally occurring nutrients contained in the whole soybean. Similar to the reason behind choosing whole wheat over wheat, it is advantageous to consume the "whole" food so as not to miss out on any of the great health benefits and nutrients.

Just a few of the nutrients provided by whole soy include:

- **Isoflavones:** Soy isoflavones have been studied for over 20 years for their antioxidant and other health benefits. Whole soy foods with naturally occurring isoflavones have been shown to have a variety of health benefits.
- **High-quality protein:** When it comes to protein, whole soybeans are unique. They contain more protein than any other bean and even some animal products. Soy is the only plant-based protein that contains a high proportion of all nine essential amino acids, making it a high-quality, complete protein.
- **Essential vitamins and minerals:** Whole soy is a rich source of vitamins and minerals including folate, potassium, zinc, iron and calcium.

### SOYJOY FLAVORS

SOYJOY is on shelves now in Peanut Chocolate Chip, Berry, Mango Coconut, Apple, Strawberry and Raisin Almond flavors. They can be found in the nutrition bar aisle of fine grocery, drug, mass merchandise, health, natural food and convenience stores.

Find out more on [www.SOYJOY.com](http://www.SOYJOY.com).

\*SOYJOY 2008 Snacking Omnibus: this survey was conducted using Opinion Research Corporation's CARAVAN® Omnibus Survey. Telephone interviews were completed from August 21-24, 2008, with 1,000 adults in the continental United States, including 516 women. The sample is based on a methodology designed to produce a representative sample of the U.S. adult population.

**SOYJOY® is  
soy good for  
you**

- 130-140 calories per serving
- 8 grams of whole soy
- 4-5 grams of protein
- Gluten free
- No trans fats or hydrogenated oils
- No artificial colors, flavors or sweeteners
- No preservatives or chemical additives
- No genetically modified (GMO) soy
- Made from ground whole soybeans, including all of the nutrients found in soy such as high-quality protein, fiber and isoflavones