

## **For Immediate Release**

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### **The New Face of Carob –**

New York City. Chocolate is a huge part of the culture of the United States. Holidays like Valentines Day and Easter revolve around chocolate; while others like Mother's Day and Christmas, include a definite chocolate factor.

Advertisers know that one of the strongest selling points of chocolate is its 'guilty pleasure' aspect. Indulging in a chocolate treat is seen as a 'decadent' pleasure that one deserves to give themselves.

Due to our change in health consciousness, there has been a demand for a chocolate alternative like carob. Carob is a treat that can be enjoyed any time, without the health consequences from consuming too much chocolate.

Carob is known by other names, such as Saint John's Bread, Algarroba Bean, and Locust Bean. Carob, which is similar in taste and appearance to chocolate, outshines chocolate in a couple of areas. In addition to the fact that it contains no caffeine and is high in fiber, a study at the Potsdam University in Germany indicated that carob fiber could reduce LDL (bad) cholesterol in men and women within six weeks. Carob also contains nutrients like vitamins D, A, B, B2, B3 and Calcium.

Regarding weight control, the real concern in chocolate is the fat used to make it rich and creamy. Cocoa is naturally bitter and requires added sugar and fats to make it the tasty desirable treat that most people purchase. Carob however is naturally sweet (similar to sweetened cocoa), tasting somewhere between chocolate and caramel. It is often used as a hypoallergenic substitute. Carob makes a delicious treat for the health conscious consumer.

As a result of the growing demand, Eat and Compete™ ([www.eatandcompete.com](http://www.eatandcompete.com)), has created a delectable line of natural tasty treats which include their Specialty Carob Truffles. This company sells products that satisfy your sweet tooth while providing the nutritious benefits of carob. They create products with You in mind!

So, is there a platform for carob over 'real' chocolate? Definitely, because carob has benefits that chocolate cannot match. Carob can provide a pleasant and health-filled addition to your normal diet. It tastes great and it takes the worry out of Easter and other chocolate filled occasions. Give your loved ones the gift of Specialty Natural Carob Treats. They deserve it!

For additional information on the news that is the subject of this release, visit [WWW.EATANDCOMPETE.COM](http://WWW.EATANDCOMPETE.COM).

About **Eat and Compete™**:

Eat and Compete™ is an all natural specialty food business that originated in 2008 in response to the obesity crisis in New York City. Our belief is that eating well helps to put you in the right state of mind and body in order to be able to compete and succeed in the world, hence our name. Eat and Compete™ creates treats for all occasions which include wedding and special occasion favors, private and corporate event favors.

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