



**For Immediate Release:**

January 4, 2006

**Contact:**

Bruce Friedrich 757-622-7382, ext. 8342; [BruceF@peta.org](mailto:BruceF@peta.org)

Veronica Van Hof 757-213-8705; [VeronicaV@peta.org](mailto:VeronicaV@peta.org)

## **VIOLA-BASED ENERGY BAR MAKER CAPTURES NATIONAL PETA AWARD**

### **MacroTreats' Power Snacks Are as Big on Kindness as They Are on Flavor**

Viola, Wis. — In recognition of its delicious, heart-healthy, and cruelty-free energy bars, Viola-based **MacroTreats** has been named winner of the “**Best New Energy Bar**” category in PETA’s third annual **Proggy Awards**. MacroTreats will receive a plaque and be featured on PETA’s award-winning Web site [PETA.org](http://PETA.org).

MacroTreats cofounders **Jolanta Sonkin** and **Amelia Kirchoff** credit their vegan macrobiotic diets with not only improving their health but also reversing diseases that they and their loved ones had been diagnosed with. Kirchoff, who grew up on a farm, purchased a farm of her own and experimented with natural, unrefined sweeteners derived from the grains and fruits that she grew. She soon created an array of nutritious, sweet desserts that formed the basis of MacroTreats.

MacroTreats energy bars come in three mouthwatering flavors: Sesame Berry, Carob Almond, and Peanut Butter Chocolate Chip. The energy bars, along with the company’s fine line of cookies, are made without unhealthy ingredients such as eggs, dairy products, hydrogenated fats, and refined sugars. They are made only with high-fiber, macrobiotic ingredients and contain slow-burning complex carbohydrates that are essential for energy production. MacroTreats also uses organic ingredients whenever possible.

PETA’s Proggy Awards (“Proggy” is for “progress”) recognize animal-friendly achievements in commerce and culture. This year, there were more than three dozen winners, including producers and marketers of vegan foods, shoes, and cruelty-free personal-care products; wildlife-friendly innovators; and authors and entertainers whose work promotes respect and compassion for animals.

“MacroTreats’ energy bars are a welcome addition to the array of so-called healthy snacks, which are usually loaded with fat and unhealthy animal protein,” says PETA Vegan Campaign Director Bruce Friedrich. “Consumers are demanding foods that don’t adversely affect animals or their own health, and MacroTreats is meeting that demand with its delicious, healthy, and humane snacks.”

For more information and to see the entire list of Proggy winners, please visit [PETA.org](http://PETA.org).