

# Xoçai™ Protein Bar

## We know chocolate & protein

MXI Corp was established by the Founders of Pure De-lite Products, Inc. Pure De-lite™ is recognized as one of the leading distributors of low-carb, sugar-free products in the United States. Pure De-lite™ chocolates have achieved top honors and accolades from companies such as the American Culinary Institute, CNN, and Health & Fitness as "The Best Low-Carb, Sugar-Free Chocolates" in the marketplace. In 2004, at the GNC Franchise Convention, Pure De-lite™ was recognized for introducing its cutting-edge protein technology with a baked, not extruded, protein bar.

## What is Xoçai™?

The name Xoçai™ (Shō-sái) consists of the first two letters of the Aztec word, "Xocolatl," an ancient Central-American chocolate drink, and the last three letters of "Açaí," a berry found in the Amazon Rain Forest.

## Xoçai™ Protein Bar, the Ultimate Antioxidant Bar!

The Xoçai™ Protein Bar combines the antioxidant benefits of the finest, all-natural, unprocessed cocoa powder, the açai berry, and other high-

antioxidant berries to deliver an ORAC (Oxygen Radical Absorbance Capacity) Value of 4,066\* per bar. The Xoçai™ Protein Bar has 10 grams of protein, the equivalent to 2 large eggs, and it is sweetened with Isomaltulose, a low-glycemic sweetener.

## The benefits of the Xoçai™ Protein Bar

The Xoçai™ Protein Bar (38g) is the perfect low-calorie (150 calories), high-protein (10g), and high-fiber (6g) meal-on-the-go providing the necessary antioxidants, carbohydrates, and vitamins (25% DV) that our bodies need and only 4g of fat and 2g of sugar.

Whether you are looking for the recommended antioxidants, that extra energy, more protein, or to shed those excess pounds, *the Xoçai™ Protein Bar, the Ultimate Antioxidant Bar, is the answer!*



# Chocolate Açai

The Greek term “Theobroma Cacao” literally means “Food of the Gods.”

Cacao, or Chocolate, originated with the Olmec Indians in 1500 B.C.

Mayans and Aztecs used cacao in a royal chocolate drink called Xocolatl. Xocolatl progressed to a favored beverage of the European elite.

“The divine drink builds up resistance and fights fatigue. A cup of this precious drink (cacao) permits a man to walk for a whole day without food.” Montezuma II.

From antiquity to the present, chocolate has been one of the most beloved products, and for more than 90% of its history chocolate has been consumed as a beverage.

Although many health benefits have been attributed to chocolate during its 3,500-year history, the full extent of its contributions to human health is only now being brought to light through modern technology and research.

MXI Corp has perfectly balanced the flavor profile of Xoçai™ while protecting the essential antioxidant properties in cocoa powder, known specifically as flavonoids.

Research has demonstrated that flavonoids play an important role in protecting the cacao plant. Further research has concluded that these same natural protective compounds in cacao beans, when consumed by humans, help maintain health by protecting cells from the damaging effects of free radicals.

Xoçai™ is produced with rich European unprocessed, nonalkalized, nonlecithinized cocoa powder that is high in antioxidants due to a closely monitored fermentation, drying, and roasting process. Because these processes are closely monitored, Xoçai™ delivers the optimum amount of the antioxidants found in the all-natural cocoa powder.



The super antioxidant berry from the Amazon Rain Forest.

Açai (ah-sigh-ee) is a high-energy berry harvested on co-op farms from a special Amazon palm tree.

Açai berries contain amino acids, essential fatty acids (Omega 3, 6, and 9), and higher amounts of antioxidants than any other fruit.

The açai berry has over 14 times more antioxidants than raw spinach, and 10 to 30 times more anthocyanins than red wine.

## Soy Protein

Soy is a powerful and nutritious ingredient which is associated with numerous health-promoting attributes.

Research has shown that Soy contributes to a healthier heart by lowering “bad” cholesterol and raising “good” cholesterol, strengthening bones by increasing bone density, easing menopausal symptoms by reducing hot flashes, promoting better performance nutrition by aiding in faster muscle recovery, and assisting in weight management by satisfying hunger.

## Emerging world of antioxidants

What are antioxidants? Antioxidants are molecules which prevent the damaging effects of oxygen free radicals in the body. The damage caused by oxygen free radicals is called oxidation. Examples of oxidation are bananas turning brown when left on the countertop, or the rusting of iron.

### How are antioxidants measured?

The antioxidants in any food are measured by its capacity to absorb free radicals.

ORAC Values<sup>#</sup> of Top Antioxidant Foods per 100 grams

Unprocessed Cacao Powder	26,000
Açai Berry	18,500†
Dark Chocolate	13,120
Prunes	5,770
Raisins	2,830
Blueberries	2,400
Blackberries	2,036
Strawberries	1,540
Spinach, Raw	1,260
Broccoli Florets	890
Red Grapes	739
Cherries	670

<sup>#</sup>Source: Data from U.S. Department of Agriculture and the Journal of the American Chemical Society.

<sup>†</sup>Source: Brunswick Laboratories

ORAC (Oxygen Radical Absorbance Capacity) values as determined by the U.S. Dept. of Agriculture measure the capacity of a food to absorb oxygen free radicals. The chart above contains the ORAC values of several high-antioxidant foods.

## Indulge your health

The shocking good news is that dark chocolate is packed with potent antioxidants called flavonoids. Researchers have found that flavonoids found in cocoa powder contain diverse beneficial phytonutrients and antioxidants.

Cacao beans contain over 300 chemically identifiable compounds making it one of the most complex food substances on Earth.

## ORAC and the USDA

The USDA website recommends a Daily Antioxidant Intake Range of 3,000 to 5,000 ORAC. However, recent studies have suggested that more active lifestyles require higher levels of antioxidants.

Xoçai™ should be a vital part of a balanced diet and an active lifestyle.

\* Based on standard ORAC testing of selected production samples. ORAC Values may vary.