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Xan Confections Launches Healthy CocoXan Chocolates

New line of beneficial treats to debut in "Xan Francisco" at Fancy Food Show

IRVINE, Calif., Jan. 13, 2011 -- [Xan Confections](#), known for its "guiltlessly indulgent" artisan chocolates, will take its truffles to a new level when [CocoXan](#) "chocolates with benefits" are unveiled at the [Winter Fancy Food Show](#) in "Xan Francisco" on Jan. 16 – 18. Healthful nutrients, including CoQ10 and DHA, are infused into Xan's upscale dark chocolate truffles.

All-natural and gluten-free, the trend-setting product line brings five distinct chocolates, each with a different healthful benefit: CocoWell, CocoBrain, CocoHeart, CocoPreggers and CocoPMS. The products pair a selection of fortified ingredients with antioxidant-rich dark chocolate to create a European-style truffle that not only tastes great, but is "choc" full of ingredients that promote wellness.

"At Xan, we believe no one should go without chocolate and our new CocoXan line is perfect for chocolate lovers who crave a reason to enjoy a little chocolate every day," explains Susan Johnson, CEO of Xan Confections. "We maintained the 'to-die-for' taste of our chocolate while adding nutrients known to be good for the body and ones that we, personally, are excited about: supporting the brain, heart, pregnant women, women 'at that time of the month,' and general wellness for everyone."

For example, CocoPreggers is the direct result of the prior – and current – pregnancies of Kerry Johnson Anthony, president of Xan Confections. Anthony, soon to be mother-of-three, discovered her online friends with whom she chatted on "baby boards" were consumed with thoughts of both chocolate and pre-natal health, and she realized that a product combining decadent chocolate with DHA and folic acid would be a natural. CocoPreggers was born!

"The desire to blend the scientific advantages of fortified ingredients with rich chocolate is not unique, but our feeling is that achieving this delicate balance has not yet been done, until now," said Tracey Downey, Xan chocolatier and director of research and development. "Xan Confections worked with some of the most advanced suppliers in the nutraceutical industry, including Martek Biosciences and BioThera, and the result is a perfect union of healthy benefits and exceptional taste."

Following their preview at the Winter Fancy Food Show in "Xan Francisco" (Moscone Center, Exhibit Booth #738), orders for CocoXan will be taken with delivery scheduled for mid-February at retail locations across the country and online at www.CocoXan.com. Chocolate lovers will find CocoXan in four sizes: a 3-piece box (MSRP approximately \$5); 7-piece box (MSRP approximately \$10); 14-piece tube (MSRP approximately \$20); and 30-piece collection (MSRP approximately \$40).

CocoXan products include:

- **CocoWell** – *Balance Your Universe*
Anyone who believes a balanced universe includes chocolate and is seeking health, wellness and vitality will enjoy this dark chocolate truffle enhanced with Wellmune WGP[®]. Produced by BioThera, Wellmune WGP[®] is a natural ingredient known to activate key immune responses to help combat daily health challenges.*
- **CocoBrain** – *Stimulate Your Grey Matter*

Chocolate lovers can flex their brain power after tasting the rich dark chocolate and orange flavors found in CocoBrain. This truffle contains vegetarian Life's DHA made by Martek Biosciences, an important brain nutrient that can support memory function.* Also included are folic acid and a proprietary blend of vitamins A, C, D3 and E.

- **CocoHeart** – *Keep Your Ticker Tocking*
The hearts of chocoholics will be beating strong when they taste the dark chocolate flavor of CocoHeart, infused with CoQ10. CoQ10 is the most powerfully known lipid-soluble antioxidant believed to help maintain and promote a healthy heart.* Each truffle contains Kaneka QH, the next generation of CoQ10 for immediate use by the body.
- **CocoPreggers** – *Happy Mommy = Healthy Baby*
Nurture your inner child with a daily dose of delicious CocoPreggers. These dark chocolate truffles are infused with folic acid and vegetarian Life's DHA made by Martek BioSciences, essential nutrients that may reduce a woman's risk of having a child with a brain or spinal cord birth defect.*
- **CocoPMS** – *Un-Bitch Yourself*
Women (and the men they love) will breathe a sigh of relief as they indulge in the berry-flavored CocoPMS truffle, with rich dark chocolate and the antioxidant-rich chasteberry and bilberry ingredients that have been used for thousands of years for their anti-inflammatory properties to alleviate PMS symptoms.*

Bringing chocolates with benefits to the market is a natural progression for Xan Confections, a sister company of healthy food industry veterans [Susan's Healthy Gourmet](#) and [LifeSpring Nutrition](#). Susan's has been producing and delivering healthy, calorie- and portion-controlled fresh meals to homes and offices since 1996; LifeSpring produces healthful frozen meals, using the same proprietary vitamin blend found in select CocoXan products.

Xan's existing product lines, also made with 100 percent natural ingredients, include gluten-free and vegan [lifestyle chocolates](#): [Saintly Sins](#), made with real fruit and organic blue agave nectar; and the nondairy [Jewel Caramels](#) that deliver unique taste sensations, such as the ancho chili caramel featured on Food Network's *Unwrapped* in a "Hot and Spicy" episode in 2010. Xan's lifestyle chocolates, as well as its [traditionally indulgent chocolates](#) – [LadybuG Truffles](#), [Signature Collection](#) and [BigMouths](#) – are available in 36 states at gourmet and specialty stores across the country, including many Whole Foods and Bristol Farms locations.

For more information about the CocoXan line, visit www.CocoXan.com. For more information about Xan Confections, visit www.XanConfections.com.

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat or prevent any disease.

About Xan Confections

Xan Confections tempt the tastebuds and satisfy the soul. Susan Johnson and Kerry Johnson Anthony, owners of Susan's Healthy Gourmet and LifeSpring Nutrition, teamed up with famed Orange County chocolatier Tracey Downey to create indulgent artisan chocolates, caramels, and other handcrafted treats using distinctive flavors and only the finest, all-natural ingredients. Xan Confections also includes non-dairy and gluten-free chocolates that are vegan, low-glycemic and low-calorie, but are still as rich and satisfying as ever. Xan Confections ships worldwide and has next-day delivery throughout the West Coast. Xan is available at select Whole Foods Markets, Bristol Farms and specialty stores across the country, and online at XanConfections.com, Amazon.com, and Chocolate.com. For specific store locations and more information, call 877-578-7267 or visit www.XanConfections.com.