For Immediate Release

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DNX Foods Issues Call for Nutritional Truth and Transparency in New Year Declaration

TUCSON, Ariz., January 9, 2017 – While individuals all over the world are resolving to adopt new attitudes about health and wellness in the new year, DNX Foods is calling for the end of deception in the food industry that has many of them buying into a slate of messaging and marketing myths that are contributing to the problems that they are designed to solve.

Dubbed the "Declaration of Transparency", the company's creed addresses misinformation in the dialogue over calories, fats, carbohydrates, sugar, and taste. Its primary goal is to challenge manufacturers on their manipulative messaging and inspire a renewed focus on the truth for the benefit of today's health-conscious consumer.

"I felt a little violated when I actually started to read food labels and packages that use fancy and natural-sounding words to dress up unhealthy products, and it pains me to know that consumers who believe and buy into this stuff are being taken advantage of," said John Rooney, founder and chief executive officer of DNX Foods which manufactures a line of organic grass-fed beef and bison bars. "Companies that use these tactics for profit, which essentially prey on people's vulnerability, should be called out," he continued. "It's time to start marrying principle with profit."

The Declaration consists of five sections outlined in a myth vs. fact format: It's Time to Cut the Crap on Calories, It's Time to Reveal the Fiction About Fat, It's Time to Resolve the Carbohydrate Crisis, It's Time to Stop the Sweetener Spin, and It's Time to Drive a New Dialogue on Taste.

The Declaration can be accessed at www.dnxbar.com/declaration.

Melissa Hartwig, certified sports nutritionist and co-founder of the world-renowned Whole30 nutrition program, was quick to lend her support to DNX's Declaration given her shared attitude about truth and transparency.

"I've spent nearly a decade helping people to change their relationship with food, and the first step in this transformation is knowing what's in your food and making educated decisions about ingredients like additives and sweeteners," said Hartwig. "But that's hard to do when companies hide less-healthy ingredients under natural-sounding names and confuse consumers with nutrition claims that are more
wishful thinking than science-backed. I admire and applaud DNX Foods for taking this important step in consumer education, and believe strongly that this will be another crystallizing moment for individuals who have struggled to find the facts in a sea of food fiction," she concluded.

In addition to debunking these myths, the company is also making educational resources available on the Declaration page of its website to equip consumers with honest information. These include links to non-profit organizations that are trusted sources of information on nutritional influences on health, a DNX Declares newsletter that publishes fact-based content for the health-conscious, a list of organic foods and the role they play in maintaining optimum health, and a library of instructional fitness videos featuring respected CrossFit trainer Mike LaCoss.

"We may not be popular in the eyes of some food companies, but that's OK," said Rooney. "They're perpetuating a losing proposition and we feel called to do something about it. While we're in the meat bar business, our mission is bigger than a bar and we'll work hard to make sure that the truth will win."

**About DNX Foods**

DNX Foods is a Tucson-based company founded by health enthusiast John Rooney in 2015. DNX’s mission is to provide consumers with honest, factual nutrition and healthy lifestyle information, along with uncompromised food products for daily nutrition. The company’s DNX bars were developed by nutritionists, fitness experts, and culinary artisans whose goal was to emulate a healthy meal in a gourmet bar. The bar combines grass-fed beef or bison with organic fruits and vegetables, delivering a wholesome snack that’s both nutritious and intensely satisfying. Packed with real protein, the DNX bar offers a convenient way to fuel energy, satisfy hunger, and deliver delicious, complete nutrition. For more information about DNX bars, visit [www.dnxbar.com](http://www.dnxbar.com).

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