# DR ZAK'S HIGH PROTEIN FOODS HITS TESCO SHELVES

**Friday 6 June, 2014**

**The brand that produced the UK's first high protein bread for the sports and fitness market are jumping for joy after hitting the shelves of the high street giant this week.**

Dr Zak's have won plenty of admirers in such a short time and it's the latest admirer that could spell big things for the young and ambitious outfit.

From Monday 1st June their high protein bread and pasta will be stocked in 77 Tesco Extra stores throughout the UK as part of the retailer's 11 week long Lifestyle Food Fair (until 31st August).

It is a great time the London company. Leading fitness publication Men's Health recently delivered their verdict on the bread, saying, "This loaf hits the mark where plenty of other protein supplements fall down" and now Tesco shoppers will be able to find out what all the fuss is about.

They are also set to launch three new products including a high protein bagel, flatbread and 100% organic coconut oil into gyms and health food shops up and down the country.

Ray Brilus, Dr Zak's Managing Director said: "We are extremely proud to be participating in Tesco's Lifestyle Foods Fair and it feels amazing to have our products on Tesco shelves. We are a brand with a tremendous following and loyal fan-base and we hope many a Tesco shopper will give us a go."

The bread packs 30g of protein into just two slices making it perfect for those looking to gain muscle. In the pasta, 50g of protein in every 100g serving. Both are reduced carb which has seen them incorporated into the diets of gym-goers and professional sportsman/women athletes alike.

Just one of these is Paralympic Shotputter and Discus thrower Aled Sion Davies MBE who won gold at London 2012 and is set to compete at the Glasgow Commonwealth Games. He said: "Dr Zak's is on a mission to take foods we've had to sacrifice as athletes and create alternatives that we can not only fit into our diets but can help us strengthen and perform at the highest level.

"I first tried the Dr Zak's bread last year whilst training for the IPC World Championships in Lyon and loved it."

Lauren Tredgett from Tesco said: "Dr Zak's are supporting a fantastic Tesco event that is centered around supporting dietary needs and lifestyle choices – The dr zaks bread is key to allowing gym goers the opportunity to have a source of protein through an everyday core item. I hope our customers enjoy the Dr Zaks range as much as I do!"

**Notes to editors**

- You can find out more about the Dr Zak's brand by visiting url}http://www.dr-zaks.com.com|http://www.dr-zaks.com.com{/url}
- Tesco are selling the high protein bread is £5 and the high protein pasta at £6
- Dr Zak's is the brain-child of Zak Pallikaros PhD., one of the UK's most respected bodybuilders.
- Dr Zak's recently exhibited at the Europe's fastest growing health at fitness exhibtion – BodyPower expo.
- For hi res image or interview opportunities, please call Pete Guest on 020 3070 2992 or email pete@dr-zaks.com

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