# DR ZAK'S LAUNCH EUROPE'S FIRST HIGH PROTEIN BAGEL

**Friday 5 December, 2014**

Step away from the protein bar and put down the protein shake because London-based functional foods brand Dr Zak's have today launched the first high protein bagel in Europe which promises to truly revolutionise workout diets all over.

Packed with 24g of protein, and with 40% less carbohydrate than a standard wholemeal bagel, this could be the most innovative bagel on the planet. It is available in two flavours: multigrain and seeds, and cinnamon and raisin for those with a sweeter tooth.

Low in sugar and high in fibre, these bagels have been specially formulated to deliver the macros for the committed gym-goer and general sports enthusiast alike, creating a convenient way for them to meet their daily protein targets.

These protein bagels are packed with pea protein isolate and will ensure that pre-workout and post-workout meals are never the same again.

The Doc has also managed to make these protein-packed bagels suitable for vegetarians and vegans, helping those non-meat eaters among us with their protein intake.

Sold in modified atmosphere packaging, the bagels offer a shelf life of up to 3 months and an innovative design feature allows the less hungry the option to pull the packaging apart to create two perfectly sealed portions so they can share with a friend or just enjoy later.

Dr Zak's Managing Director Ray Brilus said: "We are very excited to launch our high protein bagels. It has taken almost 12 months of development to get to this day, and our loyal followers have been patiently waiting while we perfected them. I can assure them it will have been worth the wait."

The bagels have an RRP of £3.49 and will be available to buy from Musclefood.com from today and will be available to buy from stockists nationwide from January.

*Media contact: For further information or product imagery please contact Pete Guest on 020 3070 2992 or email at pete@dr-zaks.com. If you are interested in reviewing the products, samples can be made available.*

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NOTES TO EDITOR

- 1.Dr Zak's is a London-based company specialising in high protein functional foods for the sports and fitness sector.
- 2.Dr Zak's launched the UK's first high protein bread and high protein pasta in 2013.
- 3.Dr Zak's is the brainchild of Zak Pallikaros PhD, an accomplished and hugely successful bodybuilder.
- 4.You can find out more about the Dr Zak's brand by visiting www.dr-zaks.com
- 5.You can follow us at http://www.twitter.com/DrZaks
- 6.For further information on our brand visit http://www.dr-zaks.com

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