

JECA[®] CLEAN ENERGY BAR



DIGITAL PRESS KIT

FEATURES + BENEFITS



JECA[®] CLEAN ENERGY BAR

Real Non-Ultra Processed Whole Food

Crafted with truly clean ingredients and
artisanal-quality flavors.



**Very
Vegan
Friendly**



**Naturally
Gluten Free
Ingredients**



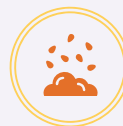
**No Soy,
Dairy, Oils or
Refined Sugar**



**Really
Low
Sodium**



**No Artificial
Flavors, Colors,
or Preservatives**



**A Good
Source Of
Magnesium**



**Scan The QR Code
For More Info!**



PRODUCTS

Almond + Dates



Matcha + Seeds



Coconut & Curry



LOGOS

Name Only Logo

JECA[®]

JECA[®]

JECA[®]

JECA[®]

Logo With Tagline

JECA[®] CLEAN
ENERGY
BAR

JECA[®] CLEAN
ENERGY
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LIFESTYLE PHOTOGRAPHY



PRESS RELEASES

FOR IMMEDIATE RELEASE

June 29, 2025

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JECA Company Profile

BUFFALO, NEW YORK — JECA Natural Foods Corporation, d/b/a JECA Energy Bars, is a Buffalo, New York-based artisanal specialty food producer. The company was started in 2019 by its founder, Ree Dolnick, a former cancer researcher and sous-chef. Dolnick's desire was to produce a clean-label healthy, non-ultra processed whole food energy bar that tastes great, as an alternative to the processed sugar and salt-laden bars on the market.

Today, JECA Clean Energy Bars are available in three globally-inspired flavors: Almond+Dates, Matcha+Seeds, and Coconut+Curry. All are crafted with ethically sourced ingredients. The bars are produced at the company's facility using a proprietary process that ensures optimal product quality and consistency.

KEY PERSONNEL

Ree Dolnick: As Chief Executive Officer, Dolnick oversees all aspects of the company's operations. She develops all products and directs the production team.

Eddie Pearson: As Chief Growth Officer, Pearson oversees market development as well as sales and marketing

Brian Tuberman: Tuberman serves as a key advisor and investor in JECA's growth plans. He carries the title of "Chairman of the Bar."

Vibrant Brands: Vibrant serves as the marketing agency for JECA. A full-service firm, Vibrant guides brand development and messaging.

Mark Joseph Kelly: Kelly is an adjunct consultant focusing on branding and packaging for the JECA line.

-more-

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Very Vegan Friendly
Naturally Gluten Free Ingredients
No Soy, Dairy, Oils, or Refined Sugar
Really Low Sodium
No Artificial Flavors, Colors, or Preservatives
A Good Source of Magnesium

JECA CLEAN ENERGY BARS:

ALMOND+DATES

Offering the rich tastes of California
Ingredients: Oats, almonds, dates, peanuts, organic agave nectar, salt.

MATCHA+SEEDS

Experience the calm tastes of Japan
Ingredients: Oats, peanuts, dates, organic agave nectar, sunflower seeds, sesame seeds, flax seeds, pumpkin seeds, matcha green tea, salt.

COCONUT+CURRY

Explore the exotic tastes of Thailand
Ingredients: Peanuts, oats, dates, organic agave nectar, organic coconut flakes, spices (including turmeric), salt, garlic.

JECA Clean Energy Bars can be found at a growing number of Northeast Whole Foods locations, Amazon, and an expanding list of specialty food retailers, as well as online at jecabar.com.

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JECA Pioneers Clean Energy Bars

BUFFALO, NEW YORK — JECA, a Buffalo, New York-based artisanal producer, has brought forth a line of non-ultra processed, whole food energy bars. Branded as “Clean Energy Bars” with international flavors, the products are carefully crafted with curated ingredients under the direct supervision of founder and owner, Ree Dolnick. JECA Bars are nourishing and great tasting, while powering the mind and fueling the body — anytime, anywhere. Each clean-label bar is crafted with healthy fats, fiber, hearty proteins, and antioxidants to support a healthy lifestyle on the go.

JECA Clean Energy Bars resonate with consumers who are not only health and diet conscious but also care about the responsible stewardship of the environment.

JECA Bars began in 2019 with founder Ree Dolnick making all-natural energy bars in her kitchen. People who tried them, loved them, and said, “You really should start a company” - so she did! Ree’s broad background as a mother, cancer researcher, and sous-chef gave her a unique perspective and mission to create a delicious and truly nutritious alternative to the sugar and salt-laden products on the market. Named after her daughter Jessica’s nickname, the JECA Energy Bar Company was born and continues to RAISE the BAR with a growing line of flavors.

Ree commented recently, “I am truly fortunate to have an amazing and dedicated staff working with me. They represent many countries and cultures from around the world, which helps to give JECA a diverse and global voice.”

Eating well can be complicated, especially when you are on the go and need to make the most of every minute of your day. JECA Clean Energy Bars were created to simplify your nutrition needs. Unique globally-inspired flavor combinations allow for eating healthy anytime, anywhere.

Every ingredient in each JECA Bar was selected to work together to complement essential functions in your body, without unneeded additives. JECA bars are naturally gluten-free and will never include refined sugar, soy, dairy, or oils. JECA Bars are truly nutritious and flavorful, with the clean ingredients the body craves, all while offering the perfect texture of being chewy, not crumbly.

-more-

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JECA Energy Bars Unveil New Packaging

BUFFALO, NEW YORK — JECA, a Buffalo, New York-based artisanal producer, debuted a refreshed packaging line at the 2025 Summer Fancy Food Show in NYC. Branded as “JECA Clean Energy Bars,” the new clean-label package pouches and retail shelf boxes feature an updated palette of vibrant colors as well as improved product information.

JECA Founder, Ree Dolnick, commented, “We are excited to launch not only the new look, but also to sharpen our messaging. We believe that this effort will aid in differentiating JECA in the marketplace.”

JECA Bars began in 2019 with founder Ree Dolnick making non-ultra processed whole food energy bars in her kitchen. People who tried them, loved them, and said “You really should start a company” - so she did! Ree’s broad background as a mother, cancer researcher, and sous-chef gave her a unique perspective and mission to create a delicious and truly nutritious alternative to the sugar and salt-laden products on the market. The JECA line features globally-inspired flavors created from ethically sourced ingredients. Named after her daughter Jessica’s nickname, JECA Energy Bars continue to RAISE the BAR with a growing line of flavors.

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THANK YOU!