

Press release February 15, 2019

Good Idea at Expo West:

The perfect mealtime beverage for sustainable weight loss.

Swedish sparkling Good Idea is the only mealtime beverage on the US market that contains a significant amount of the essential mineral chromium, proven to make weight loss both healthier and more sustainable by increasing the proportion of lost fat. This adds to the beverage's ability to cut post-meal blood sugar spikes. According to the growing Swedish brand's CEO, Björn Öste, Good Idea beneficially supports any diet for weight loss, and he has convincing scientific support.

In addition to the difficulties associated with following a strict diet, there's a less well-known problem with most weight loss diets and supplements. Sure, they make you lose fat, but up to 50% of the weight loss can actually be so-called lean body mass, mainly muscles. And that's probably not why you are on a diet. A brand new scientific review* has found that an essential mineral – chromium** – can help make the weight loss both healthier, and more sustainable.

The review, published in the scientific journal *Nutrients* on Dec. 3, 2018 has compared a number of clinical studies with different weight loss diets and supplements. It concludes that diets like low-carb, keto, high protein (like paleo) and high fiber, as well as different supplements, seem to be effective in the immediate weight loss perspective. At the same time, the loss of muscle is pointed out for its negative impact on health, the ability to conduct daily activities, and potential effects on emotions.

Good Idea – the sparkling Swedish beverage innovation, contains a blend of chromium picolinate, and amino acids, and is proven to cut the blood sugar response after eating. The chromium is added for its insulin sensitizing effect, and now also proven to increase the loss of fat tissue when dieting. In addition, having chromium picolinate in liquid form in Good Idea is expected to improve the uptake.

“We're on a mission to make every meal healthier by offering attractive beverages that easily fit into everyday life,” said Good Idea CEO, Björn Öste, based in Larkspur CA. “With the obesity and diabetes epidemic going on in this country, there's a clear need for new solutions like Good Idea. To my knowledge, it is the only mealtime beverage that contains chromium picolinate in a significant amount (250 mcg per serving). Our product will support any diet you might choose for weight loss or weight management. Keto, paleo, and LCHF can all benefit from our Good Idea. And it also works for those who just eat regular food, by helping them control their blood sugar which is another crucial factor for weight management and long-term health.”

Since the introduction to the US market early 2018, Good Idea is growing its sales both on the Internet and in retail. Recent distribution and retail agreements have been made with Central Market, Lee's market, Lassen's, and Better Health.

Try samples and chat with Good Idea representatives at Expo West, booth 7300, March 7-9.

[*Body Composition Changes in Weight Loss: Strategies and Supplementation for Maintaining Lean Body Mass, a Brief Review by Darryn Willoughby, Susan Hewlings, and Douglas Kalman.](#)

** Chromium is an essential mineral. Natural sources are, e.g. shellfish, eggs, whole grain cereals, mushrooms, legumes, meat, and nuts.

Good Idea Inc. is the US subsidiary of Aventure AB, a Swedish food & biotech company founded by the inventor of Oatly oat drink, professor Rickard Öste, and his brother Björn. The company has a proven track record in bringing research-based food and food concepts with proven health effects to the market.