

ch Press Release Example The Pitt Un-Challenge: Phase 1

FOR IMMEDIATE RELEASE

University of Pittsburgh Unveils Groundbreaking Nutritional Supplement to Combat Combined Depression, Anxiety, and Obesity Pittsburgh, PA – March 25,

2025 – The University of Pittsburgh is thrilled to announce the release of Shokolat Nutritional Supplements (SNSups), a pioneering product designed to address significant health challenges across all age groups. These revolutionary supplements are the result of extensive research conducted in the laboratory of Professor Ghiradelli Wonka at the Department of Nutritional Medicine.

The inception of this transformative journey dates back seven years when Dr. Hershey Nestle, a post-doctoral associate in Professor Wonka's lab, initiated a groundbreaking study to explore the intricate links between Combined Depression and Anxiety (CDA) and obesity. Under the leadership of Drs. Nestle and Wonka, the research team delved into the physiological connections between these conditions and identified critical nutrient deficiencies as a contributing factor.

The team's groundbreaking discovery pinpointed a deficiency in phytochoclatin, a glycoprotein found in certain plants, as a common thread linking CDA and obesity. Further investigation revealed that modern diets contain significantly lower levels of phytochoclatin compared to historical human consumption, exacerbated by contemporary agricultural practices, food processing, and dietary habits. Additionally, the research highlighted the importance of moderate exercise and active pro-social relationships in optimizing phytochoclatin metabolism.

In a remarkable breakthrough, Dr. Nestle spearheaded the development of a microbial strain of E. coli capable of producing bioactive phytochoclatin, dubbed Shokolat. Subsequent experiments demonstrated Shokolat's efficacy in managing CDA and overcoming obesity, paving the way for its potential to revolutionize health outcomes.

To transition this scientific breakthrough into a market-ready solution, the University of Pittsburgh collaborated with its Commercial Translation ecosystem to patent the production process and integrate Shokolat into a variety of consumable products.

A pivotal partnership was formed when Archer Daniels Midland (NYSE: ADM) acquired an exclusive license to manufacture and incorporate Shokolat into their extensive product line. This strategic alliance marks a significant milestone in bringing this innovative solution to the global marketplace.

The University of Pittsburgh estimates that Shokolat will enhance the lives of 27 million Americans in the coming year, underscoring its potential to address the pressing issues of CDA and obesity.

For further information, please contact: [Your Contact Information] University of Pittsburgh Department of Nutritional Medicine Email: [Your Email] Phone: [Your Phone Number]

About University of Pittsburgh: The University of Pittsburgh is a leading institution renowned for its commitment to research, innovation, and education. Our dedicated teams are focused on advancing scientific discoveries to improve health and wellbeing worldwide.

About Archer Daniels Midland Company: Archer Daniels Midland Company is a global leader in food processing and commodities trading, dedicated to enhancing the quality of life through sustainable products and practices.

Stay tuned for more updates and join us in celebrating this groundbreaking advancement in nutritional science.