Vine to Bar Expands East Coast Footprint with Launch in More Than 100 GIANT and MARTIN'S Stores

Gut-friendly chocolate made with upcycled Chardonnay grapes now available at leading grocer



Vine to Bar on shelves at Giant

SANTA ROSA, CA, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- Vine to Bar, the award-winning chocolate brand transforming wine industry byproducts into premium, gut-friendly chocolate, today announced its newest retail expansion with GIANT and MARTIN'S, bringing its innovative collection of prebiotic dark chocolates to shoppers throughout Pennsylvania, Maryland, Virginia, and West Virginia.

The launch marks another significant milestone in Vine to Bar's rapid retail growth, making its signature 67% dark chocolate tasting squares and bars available to thousands of new consumers seeking delicious snacks that combine exceptional flavor with functional wellness benefits.
Crafted with WellVine™, an ingredient made from upcycled Coastal Chardonnay grape pomace, Vine to Bar chocolates naturally deliver prebiotic fiber and powerful polyphenols while helping reduce food waste. The result is a rich, premium chocolate that supports gut health without compromising taste and even has a patent.

"More consumers today are looking for foods that are both indulgent and purposeful," said Peggy Furth, co-founder of Vine to Bar. "We're very pleased to partner with GIANT to introduce shoppers to a chocolate that's unlike anything else on the shelf. Every bite tells a story of innovation, sustainability and wellness while delivering an incredible chocolate experience that also loves your gut."

Founded by vintner Barbara Banke and entrepreneur Peggy Furth, Vine to Bar was inspired by decades of research demonstrating the nutritional value found in grape pomace—the skins,

seeds and pulp traditionally left behind after winemaking. Rather than allowing this nutrient-rich ingredient to go to waste, Vine to Bar transforms it into WellVine™, creating a premium chocolate that celebrates sustainability while supporting digestive wellness.



Vine to Bar chocolate

Vine to Bar's collection features:

- True Dark Chocolate
- Smoked Salt & Cocoa Nibs
- Tart Cherry & Cocoa Nibs
- Almonds & Himalayan Salt

The expansion into GIANT and MARTIN'S continues Vine to Bar's growing national retail presence as demand increases for products that blend clean ingredients, functional nutrition and environmentally responsible sourcing. The brand has attracted attention from nutrition experts, chefs and sustainability advocates alike for pioneering a new category of chocolate that delivers both indulgence and health benefits.
Consumers can now find Vine to Bar chocolates in more than 100 GIANT and MARTIN'S stores.

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>
> *Peggy Furth, co-founder of Vine to Bar*

For more information, visit www.vinetobar.com.

About Vine to Bar
Vine to Bar is redefining premium chocolate through innovation, sustainability and wellness. Made with WellVine™, a patented ingredient created from upcycled Chardonnay grape pomace, Vine to Bar chocolates naturally contain prebiotic fiber and beneficial polyphenols that support gut health while reducing food waste.

Founded by Barbara Banke and Peggy Furth, the company is committed to creating exceptional chocolate that is as good for people as it is for the planet.

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