

BAR ESSENTIALS:

The Evolution of a Portable Snack



1960's

Inspired by Space Travel

The **nutrition bar** was first created to provide astronauts a balanced source of energy.¹



1970's

Favored by Parents

Portable **granola bars** quickly became parents' go-to for a healthier lunchbox snack.



1980's

Adopted by Athletes

Energy bars gain popularity for fueling endurance and muscle development.



2000's

Promoted for Fitness

Popular diets include **protein bars** as meal replacements and satiety-prolonging snacks.

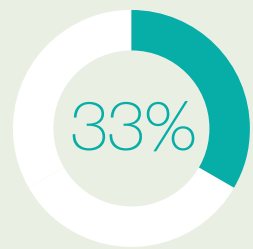
Transformed by trends

A snack-driven culture and "clean label" expectations take nutrition bars further – with innovative recipes and on-the-go, anytime appeal.²

- ✓ Non-GMO
- ✓ Reduced sugar
- ✓ Simple ingredient list
- ✓ Protein-fortified
- ✓ Fiber-enriched
- ✓ Exotic flavors
- ✓ Non-traditional ingredients
- ✓ Age- and condition-specific

"Snackification" Culture

More consumers are snacking between (or instead of) meals. Nutrition bars are an ideal solution:



33% of U.S. consumers are looking for healthier snack options.³

Sales are Booming (2011-2016)³

Fruit-and-Nut Bars:



241.2%

Energy Bars:



58.8%

Cereal Bars:



5.9%

TOTAL SNACK BARS:



25.2%



Nutrition & energy bars are predicted to be **one of the fastest-growing CPG categories**, with revenues in excess of

\$8 billion by 2020.⁴



Partner with an expert for on-trend, consumer-pleasing nutrition bars.

Contact us at 1-877-SOL-UTNS (765-8867) or www.cargill.com/labelfriendly.

¹ National Public Radio. "Beyond Tang: Food in Space," June 7, 2007. <https://www.npr.org/2007/06/07/10792763/beyond-tang-food-in-space>

² Mellentin, J. "Ten Key Trends in Food, Nutrition and Health, 2017." *New Nutrition Business*.

³ Snacking Motivations and Attitudes, U.S., 2015

⁴ Euromonitor Passport, April 2017.

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