BARD ESSENTIALS:
The Evolution of a Portable Snack

Inspired by Space Travel
The nutrition bar was first created to provide astronauts a balanced source of energy.¹

Favored by Parents
Portable granola bars quickly became parents’ go-to for a healthier lunchbox snack.

Adopted by Athletes
Energy bars gain popularity for fueling endurance and muscle development.

Promoted for Fitness
Popular diets include protein bars as meal replacements and satisfy-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.

³ Snacking Motivations and Attitudes, U.S., 2015
⁴ Euromonitor Passport, April 2017.

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