



CLIF[®] BAR

Frequently Asked Questions

CLIF BAR energy bars are a great-tasting, convenient source of nutrition for sustained energy for any activity. CLIF BARs are available in 19 delicious flavors, including three winter seasonal favorites. Certified organic and baked with natural ingredients like whole grains, dried fruit and nuts, CLIF BARs do not contain ingredients sourced from GMO's, trans fats, high fructose corn syrup or hydrogenated oils. CLIF BARs are also certified Kosher and free of animal products, wheat and dairy. The SRP for CLIF BAR is \$1.39 per bar.

Why eat CLIF BARs?

Active individuals and athletes have high energy demands. With a mix of carbohydrates, protein, and fiber, CLIF BARs supply working muscles with the energy they need for extended periods of activity. Wholesome and nutrient-dense, CLIF BARs steadily increase blood sugar levels without creating a precipitous “sugar crash”. Thanks to their portability and great taste, CLIF BARs are a perfect source of energy for a long hike or busy work day.

When should you eat CLIF BARs?

For best results, CLIF BARs should be eaten about one to three hours before exercise along with water to prevent hunger and supply energy to working muscles. During prolonged, lower intensity exercise such as hiking or bike touring, CLIF BARs can be eaten during activity to help satiate hunger and meet carbohydrate demands. CLIF BARs can also be eaten as a snack between meals or during a long, busy day to help sustain energy.

Why not eat a bagel or candy bar instead?

CLIF BARs contain carbohydrates and generous amounts of protein (10 grams) and fiber (5 grams). While bagels typically contain 48 grams of carbohydrates, they usually contain only 2 grams of protein and 2 grams of fiber. Bagels also lack the vitamins, antioxidants or minerals found in CLIF BARs. Candy bars contain carbohydrates, but are high in fat and contain highly refined sugars. Candy bars are also low in essential nutrients like fiber, vitamins and minerals.

How are CLIF BARs different from other bars?

Wholesome and delicious, CLIF BARs are certified organic and baked with whole ingredients like oats, fruits, nuts, and seeds. CLIF BAR's combination of carbohydrates, including a proprietary blend of fiber, fat and protein, provide a steady increase in blood sugar levels followed by a gradual decline—not a crash. CLIF BARs also contain 23 vitamins and minerals including vitamins A, C and E, as well as selenium. These antioxidants play an important role in maintaining a healthy heart, skin and immune system.

Why are CLIF BARs made with 70 percent organic ingredients?

Organic food is good for the body and good for the planet. Our products use only the highest quality ingredients—ingredients that are not genetically modified and are free of toxic pesticide residues. Organic food also helps protect the environment. Sustainable agriculture produces less pollution, helps create nutrient rich soil, and increases biodiversity—helping to preserve the places we play like mountains, parks, rivers, and oceans.

Why aren't CLIF BARs made entirely with organic ingredients?

While every CLIF BAR is made entirely with wholesome natural ingredients, organic versions of some of the ingredients are either in short supply or simply don't exist. For example, sea salt and citric acid don't exist in organic form. Nonetheless, we continuously challenge our ingredient suppliers and farmers to increasingly source or grow organic ingredients where possible so that CLIF BARs can continue to increase their organic content over time.

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