



FAQ

Nutra-Bar

Raise the Bar! A great-tasting snack packed with nutrition.

1. What is Nutra-Bar?

When it comes to snacking, something most people do more than 3 times a day, we often face the same problem. We know what we're *supposed* to eat, but then there's what we *want* to eat. Well, next time you have that craving... Don't deny it. Satisfy it! With Nutra-Bar, a snack bar that doesn't just taste good, it is good for you too!

Nutra-Bar features a proprietary blend of three proteins—whey, pea and rice—combined with prebiotic fibers, vitamins, minerals and indulgent and satisfying flavors you will love! Jam-packed with nutrition, Nutra-Bar will help to satisfy your hunger and cravings... without the guilt of over-indulgence.

2. What flavor varieties are available?

Nutra-Bar Chocolate Caramel – This decadent chocolate and caramel snack bar features a proprietary blend of protein sourced from whey, pea and brown rice combined with prebiotic fibers, vitamins, minerals and is sweetened with brown rice and cane syrups. Nutra-Bar is delightfully packed with protein to satisfy your hunger, build muscle and support energy. With eight grams of protein, eight grams of fiber* and 19 vitamins & minerals, Nutra-Bar Chocolate Caramel tastes good and is good for you!

Nutra-Bar Peanut Butter & Jelly – This delectable peanut butter and jelly snack bar features a proprietary blend of protein sourced from whey, pea and brown rice combined with prebiotic fibers, vitamins, minerals and is sweetened with agave and cane syrups. Nutra-Bar is jam-packed with protein to satisfy your hunger, build muscle and support energy. With eight grams of protein, eight grams of fiber* and 19 vitamins & minerals, Nutra-Bar Peanut Butter & Jelly tastes good and is good for you!

*Nutra-Bar Chocolate Caramel contains 7 grams of fat; Nutra-Bar Peanut Butter & Jelly contains 6 grams of fat.

3. What are the key benefits of each Nutra-Bar flavor?

Chocolate Caramel combines two all-time favorite flavors—chocolate and caramel—to provide an indulgent and satisfying, yet wholesome, snack bar:

- 8 grams of protein
- 8 grams of fiber*
- Provides prebiotic fiber benefits

- 19 vitamins & minerals
- High in the antioxidant molybdenum
- Low sodium
- No artificial flavors, preservatives or sweeteners
- No trans fat
- No high fructose corn syrup
- No hydrogenated oils
- No sulfur dioxide
- No MSG
- No wheat
- Gluten-free
- Kosher
- Vegetarian-friendly
- Non-GMO

Peanut Butter & Jelly combines tasty peanut butter with strawberry filling for a delightful and nutritious snack bar that will bring back favorite childhood memories:

- 8 grams of protein
- 8 grams of fiber*
- Provides prebiotic fiber benefits
- 19 vitamins & minerals
- High in the antioxidant molybdenum
- Low sodium
- No artificial flavors, preservatives or colors
- No trans fat
- No high fructose corn syrup
- No hydrogenated oils
- No sulfur dioxide
- No MSG
- No wheat
- Gluten-free
- Kosher
- Vegetarian-friendly
- Non-GMO

*Nutra-Bar Chocolate Caramel contains 7 grams of fat; Nutra-Bar Peanut Butter & Jelly contains 6 grams of fat.

4. Are the Nutra-Bar products naturally sweetened?

Each Nutra-Bar flavor includes natural sweeteners as part of its sweetener system—the Chocolate Caramel bar includes brown rice and cane syrups and the Peanut Butter & Jelly bar includes agave and cane syrups.

5. Who should eat a Nutra-Bar?

Anybody who snacks! Snacking between meals is a natural way to satisfy your hunger. During a typical year, there are over 356 billion consumptions of snack-oriented convenience foods.¹ Research shows that 'snacking' now accounts for just over half of all eating occasions. One in five people eat one snack per day; 41% have two, 24% have three, 13% have four, and 4% have five or more²... so, we understand that our customers need options that support their individual Vi lifestyles. Nutra-Bar was designed to provide a wholesome, great-tasting and convenient snack option to satisfy your sweet cravings.

6. Won't 'snacking' derail my Challenge goals?

No. Nearly 100% of people snack each day!³ The quality of snack foods you eat has a big impact on your diet, health and goal attainment. The key is to ensure that you have a variety of wholesome, delicious and nutritious snack options to choose from. To support your individual Challenge goals, Nutra-Bar provides convenient and nutritious options for added flavor and greater flexibility for on-the-go lifestyles.

7. How many Nutra-Bars can I have each day?

If you are looking to make the most of your recommended six eating occasions per day (breakfast, morning snack, lunch, afternoon snack, dinner, evening snack), you should work three wholesome snacks into your day—every day. Nutra-Bar is a tasty and convenient option to add more flavor and variety to your daily regimen. Remember, snacking will not derail your Challenge goals—what counts is choosing the right snacks for your specific goals!

8. Are Nutra-Bars okay for children?

Yes. Each Nutra-Bar flavor was designed to provide a nutritious and wholesome snack for the entire family. Each flavor provides a good source of protein, an excellent source of fiber* and 19 vitamins & minerals in portion-controlled, convenient packaging that is perfect for home, away from home and anywhere in between.

**Nutra-Bar Chocolate Caramel contains 7 grams of fat; Nutra-Bar Peanut Butter & Jelly contains 6 grams of fat.*

9. Are the Nutra-Bar products kosher?

Yes.

10. Are the Nutra-Bar products gluten-free?

Yes.

11. I have a peanut allergy. Are the Nutra-Bar products safe for me to eat?

The Peanut Butter & Jelly flavor does, of course, contain peanuts. The Chocolate Caramel flavor contains almonds. Please check the package of each Nutra-Bar flavor variety for the list of applicable major food allergens.

12. Where should Nutra-Bar products be stored?

Each of the flavor varieties should be stored in a cool, dry place.

¹Source: Consumer Trends: Snacking Trends (June 2013); <http://www.foodmanufacturing.com/news/2013/06/consumer-trends-snacking-trends>.

²Source: Hartman, 2013; http://www.foodmanufacturing.com/news/2014/02/consumer-trends-13-facts-about-americas-eating-habits?cmpid=related_content.

³Source: Mintel Report; Snacking, Motivations & Attitudes; US 2015.