

Performance Nutrition Bar Consumer Survey Presentation

*Did you
know?*

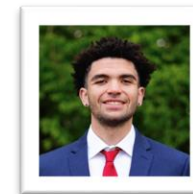
Flavor is the **#1 reason** consumers would purchase a bar they haven't tried before, ranked higher than ingredients and nutritional content.

We surveyed over 800 U.S. consumers of performance, nutrition, or weight loss bars to provide you insights and innovation inspiration! In this one-hour presentation we'll share their thoughts regarding:

- Desired bar flavors (we screened a list of 50!)
- Desired bar attributes (e.g., taste, ingredients, etc.)
- Bar consumption and purchase behavior
- And more!

In addition to these insights, we will taste 3 delicious demos inspired by the survey findings!

Contact your account representative, or Josiah Gartner to schedule a session today!



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