



Label-Friendly Ingredients in Action: Snack Bars

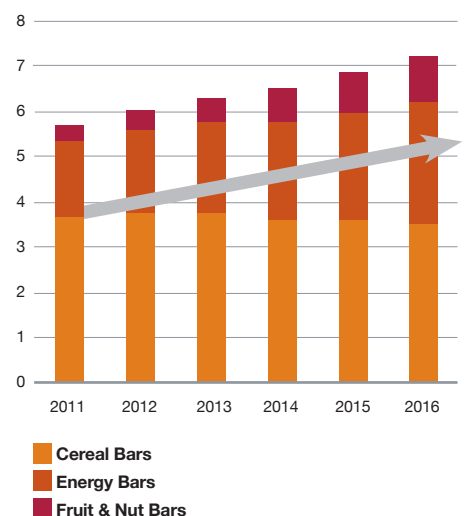
Snack bars have been a lunch box staple and favorite late afternoon snack. And experts predict continued growth in this category for several years.

To capitalize on this trend, however, companies need snack bars which align with today's consumers' more discriminating demands. Shoppers want bars with reduced sugar, added nutrition and label-friendly ingredients.

Snack bar trends

- The total snack bar market is expected to exceed \$8.5B in 2020, (4.4 percent compound annual growth rate).¹
- Sales of energy and fruit bars are booming, with a year-over-year growth rate of more than 240 percent between 2011 and 2016.¹
- Basic granola and breakfast/cereal bars sales are declining. They no longer dominate the category.¹
- There were 6,800 new snack bar product launches between 2012 and 2016.² Category leaders introduced bars with label-friendly claims such as organic, high-protein, non-GMO and gluten-free.
- Companies are developing snack bars with non-traditional ingredients such as vegetables, meat and caffeine.

Snack Bars Retail Value In North America



Euromonitor Passport, April 2017

Cargill's label-friendly ingredients and technical experts can help you develop a consumer-pleasing snack bar.

Label-Friendly
Snack Bars

Non-GMO

GMO is top of mind for some consumers when asked what they avoid when purchasing food. Cargill offers a growing number of Non-GMO Project Verified ingredients including sweeteners; ancient grains; starches and texturizers; fats and oils; and chocolate.

[Meet the non-GMO demand](#)

High fiber

Label-friendly Oliggo-Fiber® chicory root fiber is a naturally sourced*, versatile ingredient that boosts fiber content. In addition, chicory root fiber can be used to support sugar, fat and calorie reduction, and to promote gut and bone health.

[Capitalize on consumer trends with chicory root fiber](#)

High protein

Plant proteins help you achieve the taste, mouthfeel and nutritional profile your customers crave. Label-friendly pea protein can deliver up to five grams of protein to a snack bar or breakfast biscuit.

[Drive product growth with plant proteins](#)

Reduced Sugar

Label-friendly sweeteners bring optimal taste and sweetness to reduced-sugar snack bars. Stevia sweeteners can reduce sugar by up to 50 percent in some applications. Reduced-sugar corn syrup can reduce sugar by up to 20 percent.

[Explore sugar reduction solutions](#)

CONTACT

Contact a Cargill representative today at
1-877-SOL-UTNS
(877-765-8867)

For more information on label-friendly solutions, contact us at:
1-8777-SOL-UTNS (765-8867) or Cargill.com/labelfriendly

* FDA has not defined natural. Contact Cargill for source and processing information. The labeling, substantiation, and decision making of all claims for your products is your responsibility. We recommend you consult regulatory and legal advisors familiar with all applicable laws, rules and regulations prior to making labeling and claims decisions, including decisions regarding natural claims.

Sources:

¹ Euromonitor Passport, April 2017

² Innova, 2017

³ Cargill study

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