



What the Media Say about Clif Products

CLIF® BAR

"These bars are tasty and they keep you going late into the day."

Powder, December 2006

"Why It's a Winner: A great energy bar delivers fast-acting carbs for a hike, climb, or paddle."

Men's Journal, December 2005

"If you're looking for a snack during the day, or something to eat while you stop in the shade during a ride, you can't beat Clif Bar."

Mountain Bike, January 2002

"...these bars are great to take with you while training or just to have around the office for a nutritious snack."

Triathlete, May 2001

"It's candy bar delicious—but with 5g of fiber plus vitamins and minerals."

Prevention, November 2000

LUNA™

"There are about a dozen female-focused energy bars, but none has the wallop of LUNA."

USA Today, May 16, 2007

"Whether it's breakfast on the go or a midday snack, these made-for-women, protein-packed bars are especially nutritious."

Redbook, November 2004

"Moist, sweet, home-baked taste—the chocolate flavor is about as close to a healthy treat as you can get."

Working Mother, February 2000

CLIF SHOT®

"An energy bar is little more than compressed sawdust if you can't wash it down with some water. Energy gels like CLIF SHOT are the exception. They have just enough moisture to be palatable when your tongue feels like a cotton ball."

Climbing, October 2006

"...in concert with their "Leave No Trace" slogan, the gel packets have been redesigned with a litter leash, which keeps the tearaway packet attached, instead of on the roadside."

Triathlete, July 2001

"Clif Shot provides athletes with a convenient source of fast acting carbohydrates to propel them through endurance sport workouts and competitions."

Bicycle Retailer & Industry News, May 2001

"Very zesty mix (of) flavors. Viva Vanilla is our favorite followed closely by Razz Sorbet."

Triathlete, May 2000

CLIF SHOT® Bloks

“These nonsticky blocks earned high marks for taste and ease of use.”

New York Times, November 9, 2006

“They have the consistency of gummy bears, but all the electrolytes and calories I need during long sessions.”

Shape, October 2006

CLIF Builder’s™

“A simple and convenient way to boost your daily protein intake. Tasty, too.”

Triathlete, April 2007

“The packaging on the Builder’s Bar sucked me in—guys building things. I felt like someone made a food product just for us.”

HGTV Pro, January 18, 2007

“Quite possibly the world’s perfect food, the Builder’s Bar from CLIF is a double-decker, cocoa-dipped protein powerhouse...The Builder’s Bar refuels you on those days when work feels like a workout.”

PETA Proggy Awards, 2005

CLIF Nectar®

“CLIF’s Nectar bar in lemon, vanilla and cashew should come with a warning—Caution: this is so good you’re going to want to eat more than one.”

Health, March 2006

“These aren’t your average snack bars...Plus they deliver amazing taste without a laundry list of ingredients.”

Vegetarian Times, January 2006

“This is a simple, healthy and great-tasting snack bar that consumers can feel good about as they read the ingredients.”

Gourmet, September 2005

MOJO Bar®

“Finally, a sensible way to eat a trail mix on a ride.”

Bicycling, December 2004

“A refreshing alternative to the numberless array of similar-tasting energy bars.”

Inside Triathlon, August 2004

CLIF Kid Organic ZBaR™

“Chock-full of vitamins and their chocolate brownies rock the Kasbah.”

Ideal Bite, September 21, 2006

“This new and improved organic version tastes just like a cookie and has as much calcium as a glass of milk, plus three grams of fiber and zero grams of fat.”

Good Housekeeping, August 2005

“CLIF ZBaRs are snack bars you can feel good about giving to your kids.”

Atlanta Journal-Constitution, September 11, 2004

“Finally, a snack for kids that makes sense!”

Food with Phil Lempert, The Today Show, June 1, 2004