



CLIF® BAR

Frequently Asked Questions

CLIF® BAR is the original energy bar made with organic ingredients that delivers an optimal blend of nutrition for sustained energy. Made with organic ingredients like whole grains, dried fruit and nuts, CLIF BARs are available in 19 delicious flavors, including three winter seasonal favorites. The SRP for CLIF BAR is \$1.39 per bar.

Why eat CLIF BARs?

Athletes and active people 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.” CLIF BARs help athletes and active people who respect their bodies and the planet to push farther with sustained energy.

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 after exercise, 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, good to excellent amounts of protein (9-11 grams) and good amounts of fiber (4-5 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.

Are CLIF BARs organic?

CLIF BARs are made with 70 percent organic ingredients and free of ingredients sourced from GMOs, trans fats, high fructose corn syrup, hydrogenated oils, artificial sweeteners, artificial flavors and artificial preservatives.

How are CLIF BARs different from other bars?

CLIF BARs are made with organic and nutritious ingredients like oats, dried 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 organic ingredients?

Organic farming and agriculture is good for people and the planet. By using organically grown ingredients, we help keep harmful pesticides and synthetic fertilizers out of the environment and our bodies. Organic produces less pollution and helps create nutrient-rich soil and increases biodiversity. Organic foods are a healthy choice to sustain people and the planet for future generations.

Why aren't CLIF BARs made with 100% organic ingredients?

While every CLIF BAR is made with nutritious and wholesome 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.

Are CLIF BARs kosher?

CLIF BARs are Kosher Dairy. There are no dairy products in our bars; however, the vendor we purchase our non-dairy chocolate chips from makes chips containing dairy in the same building.

Are CLIF BARs vegan-friendly?

Yes. There are no ingredients derived from animals in CLIF BARs.

What flavors do CLIF BARs come in?

CLIF BARs come in sixteen delicious year-round flavors and three winter seasonal flavors. The year-round flavors are: Apricot, Banana Nut Bread, Black Cherry Almond, Blueberry Crisp, Carrot Cake, Chocolate Almond Fudge, Chocolate Brownie, Chocolate Chip, Chocolate Chip Peanut Crunch, Coconut Chocolate Chip, Cool Mint Chocolate, Crunchy Peanut Butter, Maple Nut, Oatmeal Raisin Walnut, Peanut Toffee Buzz and White Chocolate Macadamia Nut. The three winter seasonal flavors are: Iced Gingerbread, Peppermint Stick and Spiced Pumpkin Pie.

Why does Apricot CLIF BAR have a "New Recipe"? (says so on the wrapper in 2011)

Based on consumer feedback, we sometimes tweak our recipes to make sure we deliver the best food experience possible. The new recipe has 50 percent more organic apricots and blends them with lemon juice concentrate for a zesty taste of apricot in every bite.

Why does Peanut Toffee Buzz CLIF BAR have a "New Recipe"? (says so on the wrapper in 2011)

Based on consumer feedback, we sometimes tweak our recipes to make sure we deliver the best food experience possible. The new recipe uses a new type of toffee as well as more peanuts and peanut butter, giving the bar a more enriched, "peanut" taste.

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