



Honors & Awards

Clif Bar & Company

- *Diablo* magazine named Clif Bar & Company a “Business to Learn From” in its 2011 Eco Awards recognizing the company’s new, planet friendly headquarters building and sustainability benefits. (2011)
- East Bay Bicycle Coalition chose Clif Bar & Company as one of three local businesses to receive its 2nd Annual Bike-Friendly Business Award, citing the company’s Cool Commute Program and on-site showers with towels. (2011)
- Breathe California affiliates in the Bay Area selected Clif Bar & Company to receive a 2011 Clean Air Award in the Green Buildings/Smart Growth category, recognizing the sustainable features of the Company’s new headquarters. (2011)
- Clif Bar & Company was selected for one of TheDailyGreen.com’s 2011 Heart of Green Editor’s Choice Awards for taking green to “heart” and furthering the cause of bringing “real green to real people.” (2011)
- The Principal Financial Group named Clif Bar & Company as one of the country’s “10 Best Companies for Employee Financial Security,” highlighting Clif’s Employee Stock Ownership Program and generous retirement benefits. (2010)
- Landor Associates named Clif Bar & Company the #1 Breakaway Brand in its “Top Ten 2010 Breakaway Brands®,” citing Clif’s employee-friendly internal culture, its good deeds in the community, and its 97% increase in brand strength between 2006 and 2009.
- *Outside* magazine recognized Clif Bar & Company as one of the “Best Places to Work” among outdoor companies. (2009, 2010)
- The League of American Cyclists designated Clif Bar & Company as a “Bicycle Friendly Business.” Earning the gold-level designation, Clif was honored for its commitment to bike-related benefits, which encourage quality of life improvements for employees. (2008, 2009, 2010)
- The *San Francisco Business Times* selected Clif Bar & Company for the “Best Green Practices (Small Business)” category of the 2009 Green Business Awards, recognizing the Company’s use of organic ingredients and sustainable business practices. (2009)
- *Outside* magazine ranked Clif Bar & Company as the “#1 Best Place to Work” among companies with 50 to 249 employees. (2008)
- Acterra selected Clif Bar & Company for its Acterra Award for Sustainability, recognizing the Company’s continuous and comprehensive approach towards sustainable business practices. (2008)
- *Trail Runner* magazine name Clif Bar & Company the “Best Green Business” for its annual Sprout Award. (2008)

- The *East Bay Business Times* recognized Kit Crawford as one of the “East Bay’s 25 Most Influential Women” for her commitment to sustainability and community. (2007)
- StopWaste.org selected Clif Bar & Company for the 2007 Stop Waste Business Efficiency Award, which honors companies working diligently to pursue sustainable business practices and serve as models for businesses in the region and beyond. (2007)
- The *San Francisco Bay Guardian* selected Clif Bar & Company for the Die-Hard Independent Award as the best small business to stay independent, recognizing the company’s progressive principles and values. (2007)
- *Bike* magazine selected Clif Bar & Company for The Granola Award, as part of its inaugural Greenie Awards, in recognition of the company’s sustainability initiatives. (2007)
- Representative Barbara Lee honored Clif Bar & Company with the U.S. EPA Region IX Environmental Achievement Award Certificate, Special Congressional Recognition highlighting the company’s outstanding and invaluable service to the community. (2006)
- *The San Francisco Business Times* selected Clif Bar & Company for its Beyond the Check Award, recognizing the Company’s innovative volunteer efforts. (2006)
- The Outdoor Industry Association presented Gary Erickson with its inaugural Innovator Award for significant contributions toward the continued innovation and growth of the outdoor industry. (2006)
- The California Climate Action Registry presented Clif Bar & Company with the Climate Action Champion Award for demonstrating exemplary leadership in addressing climate change in California. (2005)
- *Hooked on the Outdoors* magazine selected Gary Erickson as 2004 “Outdoor Person of the Year” for his sustainable business model and his commitment to healthy, great-tasting foods. (2004)
- California Governor Arnold Schwarzenegger named Clif Bar & Company a recipient of the Governor’s Environmental and Economic Leadership Awards—the state’s highest and most prestigious environmental honor. (2004)
- The U.S. Environmental Protection Agency (EPA) selected Clif Bar & Company as the Green Power Partner of the Year—the agency’s highest honor for purchasers of electricity from renewable resources. (2004)
- *The Business Ethics Corporate Social Responsibility Report* honored Clif Bar & Company “General Excellence in Business Ethics” recognizing the company’s continued commitment to corporate environmental and social responsibility. (2004)
- The Alameda County Green Business Program certified Clif Bar & Company as a Green Business for the company’s ongoing commitment to environmental excellence. (2004)
- *Reader’s Digest* named Clif Bar & Company the “Best Mom & Pop.” (2004)
- Global Green USA and Green Cross International honored Gary Erickson with the Green Cross Millennium Award for Corporate Environmental Leadership. (2004)

- *Fortune Small Business Magazine* named Gary Erickson one of the best bosses in America. (2003)
- *Health* magazine selected Clif Bar & Company as the “Healthiest Workplace for Women” in America. (2003)
- The *San Francisco Business Times* ranked Clif Bar & Company as one of the fastest-growing private companies in the San Francisco Bay Area. (2000-2002)
- The Breast Cancer Fund’s Heroes Tribute Dinner honored CEO Gary Erickson for Clif Bar & Company’s contribution to raising breast cancer awareness. (2002)
- *Inc.* magazine named Clif Bar & Company one of the nation’s fastest-growing private companies for four consecutive years. (1997-2000)

CLIF® BAR

- *Fortune* magazine included CLIF BAR in its 2nd Annual list of “100 Great Things About America.” (2011)
- *Men’s Journal* magazine selected CLIF BAR for its list of “The Best Supermarket Snacks.” (2011)
- *Health* magazine selected just four bars as “The Best Energy Bars,” naming CLIF BAR White Chocolate Macadamia Nut as the “Best Chewy” energy bar of the bunch. (2010)
- *MSN.com’s Health & Fitness Section* recognized CLIF BAR as one of its Top 5 Nutrition Bars. (2009)
- *Runner’s World* magazine named CLIF BAR Crunchy Peanut Butter its favorite energy bar. (2009)
- *Fitness* magazine selected CLIF BAR Oatmeal Raisin Walnut as “Best Energy Bar” in its 2008 Healthy Food Awards. (2008)
- *Mountain Biking* magazine selected CLIF BAR Banana Nut as the “Editor’s Choice.” (2008)
- *Fitness* magazine named CLIF BAR MINIS one of their “Fitness Fit 50,” recognizing breakthrough ideas in health and fitness. (2008)
- The non-profit Center for Resource Solutions presented CLIF BAR with the 2007 Market Development Green Power Leadership Award, recognizing its support of the SkiGreen program that helps skiers and ski resorts offset their carbon emissions. (2007)
- *Fitness* magazine named CLIF BAR Oatmeal Raisin Walnut the “Best Energy Bar” in its 2007 Healthy Food Awards. (2007)
- *Backpacker* magazine readers selected CLIF BAR as one of the “Top 3 Trail Snacks.” (2005)
- Readers of *Competitor* magazine chose CLIF BAR as one of the “Top 3 Energy Bars.” (2005)
- *Climbing* magazine named CLIF BAR as the “Editor’s Choice” for energy bar and CLIF SHOT as the “Editor’s Choice” for energy gel. (2004)

- *Men's Health* magazine selected CLIF BAR Chocolate Almond Fudge as "The Best Energy Bar." (2004)
- *Bicycling* magazine selected CLIF BAR as "The Best Energy Bar." (2004, 2002)

CLIF Kid®

- *Kiwi* magazine honored Zfruit with a Kiwi Award for favorite lunch treat under the "Fruit Snack" category. (2010)
- *Cooking Light* magazine chose CLIF Kid Zbar™ as one of the "Top 8 Energy Bars" in the "Best for Kids" bar category. (2010)
- *Examiner.com* recognized CLIF Kid Zbar as one of the "best picks for this year's Easter Basket Parade." (2009)
- CLIF Kid Zbar was named "The Best Snack Bar" by *Kiwi* magazine. (2009, 2008)

CLIF MOJO®

- *Gear Junkie*, the syndicated column/blog/online publication, selected "Energy Food that Tastes Good" as one of Five Gear Innovations from the past five years, and named CLIF MOJO as one of the "standouts." (2010)
- *Convenience Store News* recognized CLIF MOJO as the "Best New Product in Edible Grocery." (2008)

CLIF CRUNCH®

- *Fitness* magazine selected CLIF CRUNCH Honey Oat as one of the "Best Crunchy Snacks" in its 5th Annual Healthy Food Awards. (2011)
- *Self* magazine recognized CLIF CRUNCH Chocolate Peanut Butter and Blueberry Crisp as "Snack Stars" in its 2011 Healthy Food Awards. (2011)

CLIF SHOT®

- *Triathlete* magazine's Spring 2011 Buyer's Guide named CLIF SHOT® Energy Gel and CLIF SHOT ROKS® two of the "Best Gear of 2011." (2011)
- *Women's Adventure* magazine named CLIF SHOT® Energy Gel one of the outdoor gear essentials in its Fall 2010 Editor's Choice Awards. (2010)
- *Gear Junkie*, the syndicated column/blog/online publication, selected "Energy Food that Tastes Good" as one of Five Gear Innovations from the past five years, and named CLIF SHOT BLOKS® as one of the "standouts." (2010)
- *Health* magazine awarded CLIF SHOT BLOKS™ as the "Best of Fitness 2006" in the gel category. The Fitness Awards honor the year's best in nutrition, clothes, gear and gadgets. (2006)

CLIF Builder's®

- CLIF Builder's won a "Superstar" award in the Energy and Snack Bar category of *Better Nutrition* magazine's 2011 Best Natural and Organic Products from Health Stores. (2011)

- *Runner's World UK* chose CLIF Builder's Bar as the Editor's Choice for high protein bars for runners, calling it the "tastiest bar." (2011)
- People for the Ethical Treatment of Animals (PETA) recognized CLIF Builder's Bar as the 2005 Best New Energy Bar Progy Award for exceptional, animal-friendly achievement. (2005)

LUNA®

- *FitBottomedGirls.com* selected LUNA Protein for a Noshie Award as the "Best Protein Bar/Best Chocolate Fix" under the "Snack & Meals" category. (2011)
- *Health* magazine named LUNA Protein the "Best Energy Bar" under the "Best Chocolatey" category. (2010)
- *Cooking Light* magazine chose LUNA as one of the "Top 8 Energy Bars" in the "Most Versatile" bar category. (2010)
- *Shape.com* selected LUNA Minis as one of the "Top 30 Low-Calorie Snacks." (2010)
- *Women's Health* magazine recognized LUNA Protein Cookie Dough as one of the "125 Best Packaged Foods for Women." (2010)
- *Fitness* magazine's 4th Annual Fitness Healthy Food Award selected LUNA in the "Best in Snacks" category. (2010)
- *MSN.com's Health & Fitness Section* recognized LUNA as one of its Top 5 Nutrition Bars. (2009)
- *VegNews* magazine readers selected LUNA as "The Favorite Energy Bar" in its annual Veggie Awards. (2010, 2009, 2005, 2004, 2003)
- *Fitness* magazine named LUNA Minis one of their "Fitness Fit 50," recognizing breakthrough ideas in health and fitness. (2009, 2008)
- *Health* magazine named LUNA Minis the "Best Bar" in its annual "America's Healthiest Buys." (2008)
- Moms across America selected LUNA as the "Best on-the-Go Snack for Moms" in *Parenting* magazine's "Mom Tested" issue. (2004)
- LUNA was recognized as one of the "Five Brands We Love" in *Fast Company* magazine. (2004)
- *Redbook* magazine named LUNA's LemonZest flavor "The Best Energy Snack." (2004)
- *Glamour* magazine readers selected LUNA for a Glammy Award in the vitamin and nutrition category. The annual awards honor the best product launches in beauty and health care. (2002)