



The Clif Bar & Company Story

In 1990, Gary Erickson set off on a one-day, 175-mile bicycle ride with his buddy Jay. As usual, he packed six energy bars for the ride—the only energy bar on the market at the time. Halfway through the ride, exhausted and hungry, Gary realized that he just couldn't eat another unappetizing, sticky, hard-to-digest energy bar. Then and there, in a moment he now calls "the epiphany," the inspiration for the CLIF[®] BAR was born.

Gary took his idea to the best baker he knew, his mom, and for the next six months the two experimented with ingredients and recipes—mixing, baking and tossing out bars that weren't good enough. Finally, Gary settled on the right recipe—a nutritionally-dense, great tasting food with the right combination of carbohydrates, protein and fiber to deliver sustained energy. Gary named his creation CLIF BAR in honor of his father, Clifford, the man who introduced him to wilderness adventures and encouraged him to follow his passions in life.

In 1992, CLIF BAR was formally launched. An instant hit with cyclists and climbers, CLIF BAR'S distribution began at bike shops, outdoor stores and natural food retailers. Soon CLIF BAR'S popularity grew with outdoor adventure seekers of all types, and distribution expanded to include grocery stores, convenience stores and other retail outlets nationwide.

Renamed Clif Bar Inc. in 1997, the Company was ranked one of the nation's fastest-growing private companies by *Inc.* magazine each year from 1997 to 2001. In response to the increasing demand for portable, nutritious foods, Clif Bar & Company (as it is known today) has since created a portfolio of great-tasting, all-natural and organic products, including LUNA[®], The Whole Nutrition Bar for Women[®], and CLIF Kid[™], a complete line of organic, great-tasting and portable snacks for kids.

Clif Bar & Company's vision has always been to do business in a better way. Guided by Five Aspirations—*Sustaining our People, Sustaining our Brands, Sustaining our Business, Sustaining our Community and Sustaining the Planet*—the Company is on a journey towards long-term sustainability. Recognizing that organic farming protects the health of soil and water, preserves biodiversity and fights global warming, the Company uses organic ingredients in all of its products.

Clif Bar & Company is also reducing its ecological footprint in other important ways. Moving towards "zero waste," the Company diverts approximately 70 percent of its waste from local landfills through reduction, recycling and composting. Additionally, the Company uses only unbleached, 100 percent post-consumer recycled paper at its Berkeley headquarters.

Through Clif Bar & Company's Cool Commute and Cool Home programs Clif Bar employees receive cash incentives to reduce the environmental impact of their commutes and their homes. Employees who participate in the program can receive a \$6500 taxable incentive to apply to the purchase of a biodiesel or hybrid vehicle; up to \$500 for the purchase of a commuter bicycle; and up to \$1000 annually towards eco-friendly improvements to their homes. Employees who take public transportation, carpool, walk or bike to work, also receive incentives in the form of commuter checks, gift certificates and other rewards.

In addition to sustainability benefits, Clif Bar employees enjoy nationally recognized workplace benefits. Employees have access to an onsite fitness center and personal trainers, and concierge services such as hair cuts, car washes and organic produce delivery. Employees can opt in to a flexible workweek schedule and are encouraged to participate in volunteer opportunities during the workday and to work out on company time. Employees also enjoy a sabbatical program, financial assistance for first-time home buyers and dependent care assistance. Dogs and babies are welcome in the office, and casual dress is encouraged daily.

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