



CLIF BAR & COMPANY

Facts at a Glance

Company Description	A leading maker of nutritious, all-natural and organic food and drinks for sport and healthy snacking.
Source of Name	CLIF® BAR was named after owner and founder Gary Erickson's father--Clifford Erickson--who shared his love of the outdoors with his son.
Headquarters	Berkeley, California
Founded	1992
Ownership	Privately held
Owners & Co-CEOs	Gary Erickson and Kit Crawford
Employees	233
Products	<p><u>CLIF Brands:</u> CLIF® BAR CLIF® BAR MINIS CLIF Builder's® CLIF® C CLIF Quench™ CLIF MOJO® CLIF MOJO Dipped™ CLIF SHOT® CLIF SHOT BLOKS® CLIF SHOT® Electrolyte Replacement Drink CLIF SHOT® Recovery Drink CLIF SHOT ROKS™ CLIF Kid Organic ZBaR™ CLIF Kid Organic Twisted Fruit®</p> <p><u>LUNA Brands:</u> LUNA® LUNA® Minis LUNA® Protein LUNA Sunrise® LUNA Cookie™ LUNA Sport® Moons™ Energy Chews LUNA Sport® Electrolyte Splash LUNA Sport® Recovery Smoothie</p>
Innovations	First 40 percent post consumer recycled PET bottle-CLIF Quench (2009) First organic sports nutrition line made for women--LUNA Sport (2007) First organic kids' snack line to address the need for whole grains & fruit--CLIF Kid line (2007) First organic sweet and salty trail mix bar--CLIF Mojo (2006) First organic breakfast nutrition bar for women--LUNA Sunrise (2006) First organic nutrition bar for women--LUNA (2006) First energy gel to go organic - CLIF SHOT (2006) First electrolyte and recovery drinks to use organic ingredients - CLIF SHOT (2005) First all-natural protein bar--CLIF Builder's (2004) First energy bar brand to go organic--CLIF BAR (2003) First energy bar company to employ a staff ecologist and develop a sustainability program (2001) First nutrition bar for women--LUNA (1999)
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Last Updated: August 2009