



The Clif Bar 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 from the only energy bar brand on the market at the time. Halfway through the day, Gary realized he simply couldn't stomach another sticky, unappetizing, hard-to-digest bar. Then and there, at a moment he now calls "the epiphany," the inspiration for the CLIF® BAR was born.

Gary owned a bakery at the time and knew that good food could only come from using high-quality, natural ingredients. So the idea for a new kind of energy bar went from the drawing board to his mom's kitchen where the first Clif Bar was created using all-natural ingredients. Named after his father Clifford, the Clif Bar included an energizing combination of carbohydrates, fiber and protein made with whole grains, fruit and beneficial vitamins and minerals. It was introduced to the public in 1992 by what was then known as Kali's Bakery.

The Clif Bar was an instant hit with cyclists and climbers. Distribution began humbly in bike shops, outdoor stores and natural food markets, but its popularity grew among outdoor adventure seekers of all types. Eventually, Clif Bar distribution expanded nationally to include grocery stores, convenience stores and other retail outlets.

Renamed Clif Bar Inc. in 1997, the company was ranked one of the nation's fastest-growing private companies by *Inc.* magazine each of the next four years. In response to the demand for portable, nutritious foods, Clif Bar & Co. (as the company is known today) has since developed many other great-tasting, all-natural products, including LUNA®, The Whole Nutrition Bar for Women®, which in 2006 became the first nutrition bar for women to be certified organic.

Clif Bar & Co.'s vision has always been bigger than the bar. Today, the company is on a journey toward long-term sustainability, exploring ways to keep people, the planet, environment and local communities healthy for generations to come. Clif Bar & Co.'s ever-increasing use of organic ingredients not only provides consumers with better products, but also represents a major step toward safeguarding the nation's soil and water.

Supporting organic agriculture is just one part of the sustainability journey. In addition to the use of organic ingredients, the company is working to reduce its ecological footprint by supporting construction of wind farms to offset its carbon dioxide emissions, using non-toxic inks and recycled paper for its print collateral, switching to recycled paperboard for the cartons that hold the bars on store shelves and instituting in-house recycling and compost programs.

Clif Bar & Co. sustains its employees by creating a healthy workplace that has been nationally recognized. Employees have access to an onsite fitness center and personal trainers, salon services, car washes and organic produce delivery. They can also take part in a flexible workweek, volunteer opportunities during the workday, a sabbatical program, financial assistance for first-time home buyers and a dependent care assistance program. Dogs and babies are welcome in the office, and casual dress is encouraged daily.