

NEW!



Start Ship August 9, 2010

# PowerBar Energy Bites Chocolate and ProteinPlus® Bites Fudge Brownie:

Delicious and convenient, they're the only customized sports nutrition products you can use when, where and how you like!



## FEATURES

- Available in 2 great tasting & top selling flavours
- Convenience of customizing your energy/protein needs:
  - Resealable pack, 8 Bites, personalised usage chart
- PowerBar's proprietary nutritional benefits:
  - C2 Max™ helps to deliver more energy to working muscles
  - Tri source™ Protein helps build and repair body tissue like muscle

## BENEFITS

- Drives incremental opportunity:
- Limited portionable formats in market
  - Consumer is looking for customization
  - Capitalizing popularity protein, #1 selling flavours
  - Broadening usage occasions and reaching different athletes: Endurance, strength & team sports, Individual usage & sharing, Performance & snacking, Hardcore & everyday athletes, Adults & teens, Men & women.
  - High purchase intent

## COMMUNICATION STRATEGY



Focus Online:

- Online communication campaign
- Utilising Power Bar's great Engagement Platform
- Sending newsletters to PowerBar's and Partner's database



Focus sampling at events:

- Reach over 300,000 targeted consumers yearly at more than 100 major endurance events

# SHELVING STRATEGY



- Merchandise BITES on top shelf to accommodate carton dimensions
- Shelf Sports Nutrition products together
- Segment 1st by Performance Need: Energy, Hydration & Recovery, Muscle Build & Tone
- Segment 2nd by Brand -- shelving PowerBar vertically on the far left across the segments
- Space to Sales – ensure appropriate segment & brand shelf space
- Optimize Assortment – SKUs & flavours, minimizing duplication

Description	Nestlé Number	UPC Code	Case Code	Case Size	Case Gross Weight	Case Dimensions (LxWxH)	Unit Dimensions (LxWxH)
PWRR Bites Energy Choc 6(8x85.5g)	12131334	0-97421-96013-6	0-00-97421-96011-2-00	48x85.5g	5.850 kg 12.897 lbs	39.6 x 30.4 x 29.3 cm 15.59 x 11.97 x 11.54 in	14.7 x 7 x 14.7 cm 5.79 x 2.76 x 5.79 in
PWRR Bites Protein Fdg Brn 6(8x74g)	12131333	0-97421-96010-5	0-00-97421-96008-2-00	48x74g	5.300 kg 11.684 lbs	39.6 x 30.4 x 29.3 cm 15.59 x 11.97 x 11.54 in	14.7 x 7 x 14.7 cm 5.79 x 2.76 x 5.79 in

PWRR Bites Energy Choc 6(8x85.5g)



Nestlé Number  
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Order Quantity: \_\_\_\_\_

PWRR Bites Protein Fdg Brn 6(8x74g)



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## Next Steps: