

# TheSimplyBar<sup>®</sup>

➤ 16g protein

⬅ 160 calories

FILLS YOU UP. NATURALLY. LONGER.



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Global Health  
BROKERAGE

# *Why should I carry The Simply Bar?*

- The Simply Bar is a well recognized brand name bar in Ontario and is gaining momentum in the West.
  - It sells well in high profile stores such as GNC, Loblaws Natural Value, Nature's Fare, Nutrition House, Thrifty Foods and Whole Foods Market
  - The Simply Bar provides consistent revenue & margins
- Protein bars offer repeat sales as they are often a staple in people's diets

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# *The Simply Bar fills a void in the market*

- Our customers tend to be affluent and mainly women, between the ages of 30-50
  - This is the same demographic as your key clientele
- Women want protein - they just don't want all the fat and junk that comes in most bars
- The Simply Bar has the most protein with the least calories and fat of any natural food bar on the market.
  - Most protein (over 16g/bar)
  - Least calories (160 or less/bar)
  - Least fat (3g or less/bar)

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# *Most Protein, Least Calories & Fat*

## Bar Comparison – All Natural Food Bars

Bar	Calories	Fat	Protein	Carb	Sugar	Flavour
The Simply Bar	160	3	16	16	10	Peanut Butter Chocolate
Lara Bar	220	12	7	23	19	Peanut Butter Cookie
Genisoy	240	7	15	31	18	Chunky Peanut Butter Fudge
Zone Perfect	210	7	14	24	15	Chocolate Peanut Butter
Clif	260	6	11	42	21	Chocolate Peanut Crunch
Luna Bar	180	6	9	26	11	Peanut Butter Cookie

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# *What else makes The Simply Bar special?*

- The Simply Bar is:

- ✓ Dairy free
- ✓ Gluten free
- ✓ Vegan
- ✓ Kosher
- ✓ All Natural
- ✓ Low GI
- ✓ Non-GMO Soy
- ✓ Easy to digest

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# *A short list of clean, simple ingredients*

- Each Simply Bar has less than ten ingredients!
- Compare its ingredient list with its competitors:

## **The Simply Bar Peanut Butter Chocolate**

**Ingredients:** Soy Crisps (Non GMO Soy Protein Isolate, Tapioca Starch, Salt), Organic Agave Nectar, Organic Brown Rice Syrup, Peanut Butter, Organic Cocoa, Natural Flavour.

**VS.**

## **ZonePerfect Chocolate Peanut Butter Ingredients:**

Soy Protein Nuggets (Soy Protein Isolate, Tapioca Starch, Salt), Peanut Butter Fudge (Corn Syrup, Peanut Butter, Invert Sugar, Sugar, Palm Kernel Oil, Milk Protein, Soy Lecithin, Xanthan Gum, Carob Seed Gum, Salt, Natural Caramel Color, Beta-Carotene, Vanilla Extract, Peanut Oil With Other Natural Flavors), Chocolate Flavored Coating (Sugar, Fractionated Palm Kernel Oil, Cocoa Powder, Whey Powder, Nonfat Milk Powder, Soy Lecithin, Natural Vanilla Flavor), Corn Syrup, Acacia Gum, Fructose Syrup, Peanut Butter, Peanut Flour, Peanuts. **Less Than 2% of the Following:** Glycerine, Soy Protein Isolate, Natural Flavor, Salt. **Vitamins And Minerals:** Calcium Phosphate, Ascorbic Acid, d-Alpha-Tocopheryl Acetate, Magnesium Oxide, Niacinamide, Zinc Oxide, Calcium Pantothenate, Ferrous Fumarate, Pyridoxine Hydrochloride, Vitamin A Palmitate, Riboflavin, Thiamine Mononitrate, Folic Acid, Chromium Chloride, Biotin, Sodium Selenite, Sodium Molybdate, Cyanocobalamin.

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# *What makes it easy-to-digest?*

- The Simply Bar was originally designed with a gastroenterologist for people with serious digestive problems (i.e. Crohn's, colitis, IBS, celiac)
- It was designed so that it doesn't cause gas and bloating and digestive distress:
  - ❖ No sugar alcohols or refined sugars
  - ❖ No dairy, gluten or animal ingredients
  - ❖ No additives, preservatives or artificial ingredients
  - ❖ Low fat and sugar content
  - ❖ No corn syrup or hydrogenated/ fractionated fats

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# *What about retailer support?*

- We support our retailers with a variety of programs:
  - In store sampling; active or passive demos
  - Displays and shelf talkers
  - Ads in flyers
  - Local support of celiac and vegetarian groups and athletic events
  - Strong web presence driving customers into stores
    - aggressive web campaign including google ad words, active blog, facebook page & online contests

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# *The most important question of all: what are the available flavours & pricing?*

- The Simply Bar is available in seven delicious flavours:
  - Peanut Butter Chocolate
  - Lemon Coconut
  - Cocoa Raspberry
  - Coffee Cocoa
  - Cinnamon
  - Caramel Peanut
  - Cinnamon Pecan
- SRP for The Simply Bar is \$2.79/bar (ranges \$2.69-\$2.99)



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# *History: What is The Simply Bar story?*

**The Simply Bar** was created by a Canadian woman with Crohn's disease. She was unable to find a healthy protein snack that filled her up but didn't upset her stomach, so she created **The Simply Bar** to meet her needs: low in sugars and fat, high in protein, vegetarian and free of milk and gluten. She also insisted that the bars be made with a short list of natural ingredients that she could pronounce and no chemicals or ingredients that she couldn't. Although **The Simply Bar** was originally designed for people with digestive problems and food sensitivities, it is now loved by athletes, vegetarians and people who want a natural protein snack.

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Blog: [www.wellnessfoods.ca/simplybar/index.php](http://www.wellnessfoods.ca/simplybar/index.php)

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