

The Simply Bar®

➤ 16g protein ⬅ 160 calories

FILL UP. NATURALLY. LONGER.

WHY SHOULD I CARRY THE SIMPLY BAR?

- **Retailer support available:** displays, active or passive demos, shelf talkers
- **Local support** of celiac and vegetarian groups, athletic events
- **Strong web presence** with aggressive web campaign, including google ad words, active blog, facebook page and online contests, driving customers into stores
- **Certified** woman owned business
- **Strong history:** carried by the same retailers for over 9 years in Canada.
- **Recommended** in Dr. Natasha Turner's new book, The Hormone Diet, which promotes the "Glyci-Med" dietary approach. Also recommended in Chatelaine and Canadian Living magazines and in popular blogs throughout North America
- **Healthy:** The Simply Bar offers the most protein for the least calories and fat, all from natural ingredients, compared to other protein bars. Thus it is a filling, healthy, high protein snack.

WHAT MAKES THE SIMPLY BAR SPECIAL?

- **High protein:** >16g per bar
- **4 g of fat or less per bar**
- **160 Calories or less per bar**
- **Dairy free**
- **Gluten free**
- **Low glycemic**
- **Kosher**
- **Vegan**
- **Under 11 ingredients per bar**
- **All Natural**
- **Easy to digest**
- **Non-GMO soy protein, which contains all essential amino acids**



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THE SIMPLY BAR STORY

The Simply Bar was created by a woman with Crohn's disease. She was unable to find a 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 everyone could pronounce. The simple packaging reflects this value. Although **The Simply Bar** was originally designed for people with digestive problems, it is now loved by athletes, vegetarians and people who want a natural protein snack.