

# What Consumers Are Searching For



Package label now #1 influencer for product purchasing.<sup>1</sup>

Almost 6 in 10 consumers indicate "clean label" is important to making purchase decision<sup>1</sup>

## What consumers want<sup>4</sup>

- Clean Ingredients
- Transparency
- High-Quality, Great-Tasting Products
- Protein Enrichment

RXBAR<sup>®</sup> super consumers purchased multiple brands on a regular basis - traffic increasing behavior<sup>2</sup>



# Minimal Ingredients, High Protein & Gluten Free



Using real ingredients like: egg whites, fruits, nuts

No gimmicks, no hype. short list of real ingredients

10+g of protein per bar ideal for a broad array of consumer occasions

Egg whites provide source of high quality protein<sup>5</sup>

58% of consumers look for products with a short list of relevant ingredients<sup>6</sup>



# Driving Turns in the Convenience Channel<sup>8</sup>



#4 Healthy Lifestyle bar<sup>9</sup>

Core 3 SKUs turn 41% faster than category average<sup>3</sup>

RXBAR<sup>®</sup> is +7.4% YTD in the convenience store channel<sup>7</sup>

YTD RXBAR<sup>®</sup> has outpaced key competitors in the bars category by more than 9 points<sup>7</sup>



# Introducing RXBAR<sup>®</sup> A.M.



Simple and delicious ingredients

including soft rolled oats, creamy nut butter, wildflower honey, egg whites, crispy brown rice, and pumpkin seeds

RXBAR<sup>®</sup> A.M. drives incremental dayparts with 50% of bar consumption occurring in the A.M.<sup>10</sup>

RXBAR<sup>®</sup> A.M. has helped grow the RXBAR<sup>®</sup> brand in both Dollars and Units in TTL US xAOC by +5 points in the latest 26 weeks.<sup>11</sup>

RXBAR<sup>®</sup> (both Core + RXBAR<sup>®</sup> A.M.) drives a higher basket spend of +\$1.28 more than the Nutritional Bar category.<sup>12</sup>



# Real Food.

1. 2020 Health and Wellness Trends in Marica – Consumer Insights and Trends Report 2. Proprietary RXBAR consumer study 2019  
 3. Nielsen xAOC 52weeks ending 2/6/21 4. International Food Information Council, NPD US Census Bureau, IRI/SMAXPO Consumer Surveys 2010-2016  
 5. Van Vliet, S., Burd, N/A, & van Loon, L.J. (2015). The skeletal muscle anabolic response to plant-versus based animal-based protein consumption. The Journal of nutrition, 145(9), 1981-1991  
 6. 2020 Health and wellness trends in Marica – Consumer Insights and Trends Report)  
 7. Nielsen Connect, Total US Conv, YTD w/e 9/17/22.  
 8. Top 15 Nutrition Bar Brand, Ranking in dollars – Nielsen xAOC 52w 10/22/22  
 9. S/SMM ACV/Item – Nielsen xAOC 52w 10/22/22  
 10. Mintel, Snack, Nutrition, and Performance Bars, March 2021  
 11. Nielsen Connect L26 weeks w/e 10/8/22  
 12. IRI Unify L26wks w/e 10/9/22 ©, TM, ©, 2022 Kellogg NA Co.