

NATURAL ENERGY CEREAL

sports bar based on great tasting wholegrain oats



Key benefits long description:

When you are out there for longer than planned or have a training session later the day, you want to top up your energy with tasty, natural products. They should be well tolerated and also suit your sport nutrition needs. So PowerBar has taken this as our inspiration for the NATURAL ENERGY CEREAL bar. Delivering carbohydrates, it is made using wholegrain oats plus other tasty, natural ingredients such as real fruit pieces, pumpkin seeds and cocoa.

- Based on wholegrain oats and natural ingredients – delivering complex carbohydrates
- Easy to digest, because of max. 4g of fat per bar
- Magnesium to support energy metabolism
- No artificial flavours, colours and *preservatives (*by law)

Key benefits short description:

When you are out there for longer than planned or have a training session later the day, you want to top up energy with tasty, natural products.

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3 great flavours of PowerBar NATURAL ENERGY CEREAL:

- Strawberry & Cranberry
- Cacao Crunch
- Sweet'n Salty (with pumpkin seeds and salt pretzels)

Suggested usage:

- Consume 1 bar within 60 minutes before sport and / or
- During sport, consume up to 90g carbohydrates per hour depending on intensity and duration. 1 PowerBar NATURAL ENERGY CEREAL delivers about 28g carbohydrates.
- As part of a varied and balanced diet and a healthy lifestyle.

Technical Information:

- 40g bar
- 24 bars per box
- 5 boxes per case

Flavour	SKU	EAN code bar	EAN code box	EAN code case
NATURAL ENERGY CEREAL Sweet'n Salty	12128934	4029679350014	4029679350113	4029679903517
NATURAL ENERGY CEREAL Strawberry & Cranberry	12128933	4029679350021	4029679350120	4029679903524
NATURAL ENERGY CEREAL Cacao Crunch	12128932	4029679350038	4029679350137	4029679903531

**This information is presented for illustrative purposes only.
Any specifications and values on the actual product packaging will
always take precedence over any factsheet guidelines.**



List of ingredients Strawberry & Cranberry

Whole grain rolled oats* (34%), glucose syrup*, invert sugar syrup*, oat crisps (oat bran*, wheat flour*, sugar*, maize flour*, malted wheatflour*, salt, treacle*), barley malt extract*, strawberries* (4,6%), soya crisps (isolated soya protein*, rice flour*, malt extract*, salt), candied cranberries* (4%) (cranberries*, sugar*, sunflower oil*), vegetable oil*, humectant: glycerol*, honey*, magnesium carbonate, emulsifier: lecithin*, natural flavouring*, salt, antioxidant: tocopherol-rich extract*. *natural ingredient
May contain traces of milk.

Nutrition information Strawberry & Cranberry

Nutrition Information	per 100g	per bar (40g)
Energy kJ (kcal)	1622 (385)	648 (154)
Protein	7,9 g	3,1 g
Carbohydrate	68,7 g	27,5 g
of which sugars	25,5 g	10,2 g
Fat	7,5 g	3,0 g
of which saturates	2,5 g	1,0 g
Fibre	5,3 g	2,1 g
Sodium	0,14 g	0,06 g
Magnesium	180 mg (48% RDA**)	72 mg (19% RDA**)

**% Recommended Daily Allowance



List of ingredients Sweet'n Salty

Whole grain rolled oats* (24%), glucose syrup*, pretzel sticks (13%) (wheat flour*, vegetable fat*, salt, wheat malt flour*, wheat starch*, emulsifier (mono- and diglycerides of fatty acids), acidity regulator (sodium hydroxide), yeast*, raising agent (sodium carbonate), flour treatment agent (L-cysteine)), invert sugar syrup*, oat crisps (oat bran*, wheat flour*, sugar*, maize flour*, malted wheatflour*, salt, treacle*), barley malt extract*, pumpkin seed* (4,7%), soybeans*, vegetable oil*, humectant (glycerol*), soya crisps (isolated soya protein*, rice flour*, malt extract*, salt), salt, honey*, magnesium carbonate, emulsifier (lecithin*), antioxidant (tocopherol-rich extract*). *natural ingredient. May contain traces of milk.

Nutrition information Sweet'n Salty

Nutrition Information	per 100g	per bar (40g)
Energy kJ (kcal)	1678 (399)	671 (159)
Protein	10,0 g	4,0 g
Carbohydrate	63,5 g	25,4 g
of which sugars	19,5 g	7,8 g
Fat	10,5 g	4,2 g
of which saturates	3,0 g	1,2 g
Fibre	5,0 g	2,0 g
Sodium	0,56 g	0,22 g
Magnesium	180 mg (48% RDA**)	72 mg (19% RDA**)

**% Recommended Daily Allowance



List of ingredients Cacao Crunch

Whole grain rolled oats* (30,7%), glucose syrup*, oat crisps (oat bran*, wheat flour*, sugar*, maize flour*, malted wheatflour*, salt, treacle), invert sugar syrup*, cocoa mass* (5,8%), barley malt extract*, humectant: glycerol*, soya crisp (isolated soya protein*, rice flour*, malt extract*, salt), vegetable oil*, honey*, magnesium carbonate, emulsifier: lecithin*, salt, antioxidant: tocopherol-rich extract*. *natural ingredient. May contain traces of milk.

Nutrition information Cacao Crunch

Nutrition Information	per 100g	per bar (40g)
Energy kJ (kcal)	1638 (389)	655 (156)
Protein	8,6 g	3,4 g
Carbohydrate	65,5 g	26,2 g
of which sugars	20,0 g	8,0 g
Fat	9,0 g	3,6 g
of which saturates	3,3 g	1,3 g
Fibre	5,7 g	2,3 g
Sodium	0,22 g	0,09 g
Magnesium	180 mg (48% RDA**)	72 mg (19% RDA**)

**% Recommended Daily Allowance