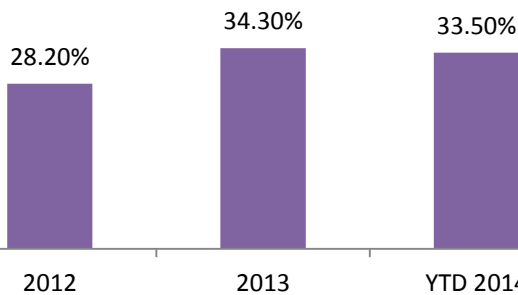


Fruit Ingredient Activity – Bar Product Launches

US bar launches with fruit & fruit product ingredients, % of *total bar launches from Jan 2012- Nov 2014



From Jan - November 2014, 33.5% of US bar launches contained a fruit or fruit product ingredient, and that is up from 28.2% back in 2012.

Top fruit ingredient groups used in bar launches, USA Jan 2012- Sept 2014

Fruit Ingredient	# of Variants
Fruit Concentrates	213
Fruit Purees, Pulpes, Paste, Nectars, Compotes, Syrups	154
Fruit Juice	69
Fruit and Fruit Products	21
Fruit Peel	11
Fruit Flakes	9

17% of US bar launches containing fruit or fruit products as an ingredient* use a "made with fruit" or "fruit serving" or "real fruit" claim in the products description (65 products out of 381).



Lärbabar Renola Berry Flavored Grain Free Granola Bar is made using a delicious blend non-GMO nuts, fruits and seeds. Click [here](#) to view on GNPd.



Nature Valley Fruteria Mango Strawberry Flavored Chewy Granola Bars are made with real fruit and grains. Click [here](#) to view on GNPd.



Meta Health Bar 3 in 1 MultiHealth Fiber! Cranberry Lemon Drizzle Bars are naturally and artificially flavored, and contain 100% natural psyllium husk. Click [here](#) to view on GNPd.



Kind Plus Cranberry Almond + Antioxidants Bars provide 50% of the daily value of antioxidant vitamins A, C and E needed, which fight radical helping to maintain the immune system and healthy skin. Click [here](#) to view on GNPd.

*Fruit Ingredients included in search are fruit concentrate, fruit flakes, fruit granules, fruit juice, fruit peel, fruit puree, fruit paste, fruit nectar, fruit solids and dried fruit**Total snack launches where ingredients are analyzed

Mintel Quarterly Update

Dec 2014

% of US bar launches with fruit & fruit product ingredients, by top fruit flavors, 2012 – Nov. 2014

Fruit Flavor	2012	Fruit Flavor	2013	Fruit Flavor	YTD 2014
Strawberry	11.6%	Strawberry	8.3%	Strawberry	6.3%
Fruit & Nut	7.0%	Berry	6.4%	Blueberry	6.3%
Blueberry	7.0%	Blueberry	6.4%	Berry	3.6%
Apple & Cinnamon	7.0%	Apple & Cinnamon	5.5%	Cranberry	2.7%
Berry	4.7%	Strawberry & Yogurt/Yoghurt	3.7%	Berry & Nut	2.7%
Cinnamon & Raisin	2.3%	Fruit	2.8%	Blueberry & Yogurt/Yoghurt	2.7%
Cocoa/Cacao & Goji Berry/Wolfberry	2.3%	Lemon	2.8%	Almond & Cranberry	2.7%
Banana & Chocolate (Dark)	2.3%	Blueberry & Yogurt/Yoghurt	2.8%	Apple & Cinnamon	2.7%
Banana & Chocolate (unspecified)	2.3%	Almond & Cranberry	2.8%	Chocolate (Dark) & Nut & Cherry	1.8%
Banana & Cocoa & Yogurt	2.3%	Chocolate (unspecified) & Peanut & Raisin	1.8%	Banana & Nut	1.8%

Mintel Category Trends – Cereal, Energy & Snack Bars

Snack bars that are free of sugar and other sweeteners rely on other ingredients to impart the flavour and texture that sugar and sweeteners usually provide. Fruit, vegetables, fruit juice concentrates, honey as well as nuts and seeds are the common replacements to sugar and sweeteners.



Finland: Comvita manuka honey energy bar is made with natural ingredients, containing 10% manuka honey and over 80% fruits, nuts and seeds.



UK: Creative Nature blissful berry bar is made with cranberries and goji berries. The product is 100% natural and free from added sugar and preservatives.



Norway: N.A! Nature Addicts raspberry, apple, hazelnut and almond bar. The product is 100% natural and is made from concentrated fruit juices and purees.