

Bar none: Making a fan-favorite fuel even better



When it comes to portable, purposeful nutrition, it's hard to beat a good nutrition bar. But in a category where users are making mindful choices, every ingredient matters. And serving up craveable taste is the key to earning their loyalty. From proprietary insights to a full ingredient portfolio and targeted formulation expertise, Cargill can help you deliver.

INSIGHT:

83% of active nutrition users selected bars to satisfy hunger¹

SOLUTION:

PURIS® pea protein



80%

minimum protein for a nutritional boost



100%

traceable, non-GMO*



Versatile functionality

in bars, beverages & more

INSIGHT:

Reduced sugar & improved flavor were identified as areas for improvement in nutrition bars²

SOLUTION:

EverSweet® stevia sweetener + ClearFlo® natural flavor



Up to 100%

sugar reduction made possible



Enhanced sweetness

dynamics & satisfying mouthfeel



Masks off-flavors

from functional ingredients; enhances characterizing flavors

INSIGHT:

Ingredients with nutritional benefits are highly sought by bar consumers³

SOLUTION:

Vitamin E (d-alpha tocopherol)



#1 purchase impact,

as ranked by bars consumers



Antioxidant

functionality; taken daily, may support immune system



Plant-sourced

form is more readily utilized by body

INSIGHT:

44% positive purchase impact for cocoa powder in protein / nutrition bars⁴

SOLUTION:

Gerkens® cocoa powders



Vast portfolio

of chocolate ingredients, cocoa powders & confectionery compounds



Sugar reduction

Up to 15-30% sugar reduction possible when formulating with Gerkens Sweety powders

INSIGHT:

75% of bar consumers seek out bars that are high in fiber⁵

SOLUTION:

Cargill soluble corn fiber



70%

minimum dietary fiber



<2 kcal/g;

half the calories of sugar



Minimal impact

on color/texture

INSIGHT:

Tapioca syrup is perceived by consumers as a better-for-you sweetener & texturizer⁶

SOLUTION:

Cargill non-GMO* tapioca syrup



Crisp, sweet taste

adds sweetness with little to no flavor / color



Enhances mouthfeel

with physical & sensory properties similar to other syrups



Versatile formulation,

with range of DE levels

Pack more function & flavor into your active nutrition bar.

Learn more at cargill.com.



EverSweet® is a product of Avansya, a joint venture of Cargill and dsm-firmenich.

PURIS pea protein is a trademark of PURIS Foods, a Cargill strategic partner.

*There is no single definition of “non-GMO” in the USA. Contact Cargill for source and processing information.

SOURCES:

¹ Cargill ActiveIntel™ Attitude & Usage Study, 2025.

² Ibid.

³ Cargill Purchase Impact by Category proprietary research, 2024.

⁴ Ibid.

⁵ Ibid, Cargill ActiveIntel Study.

⁶ Informa Markets' Ingredients Network. “Demand for Tapioca Syrup as a Sweetener Surges.” 2022.