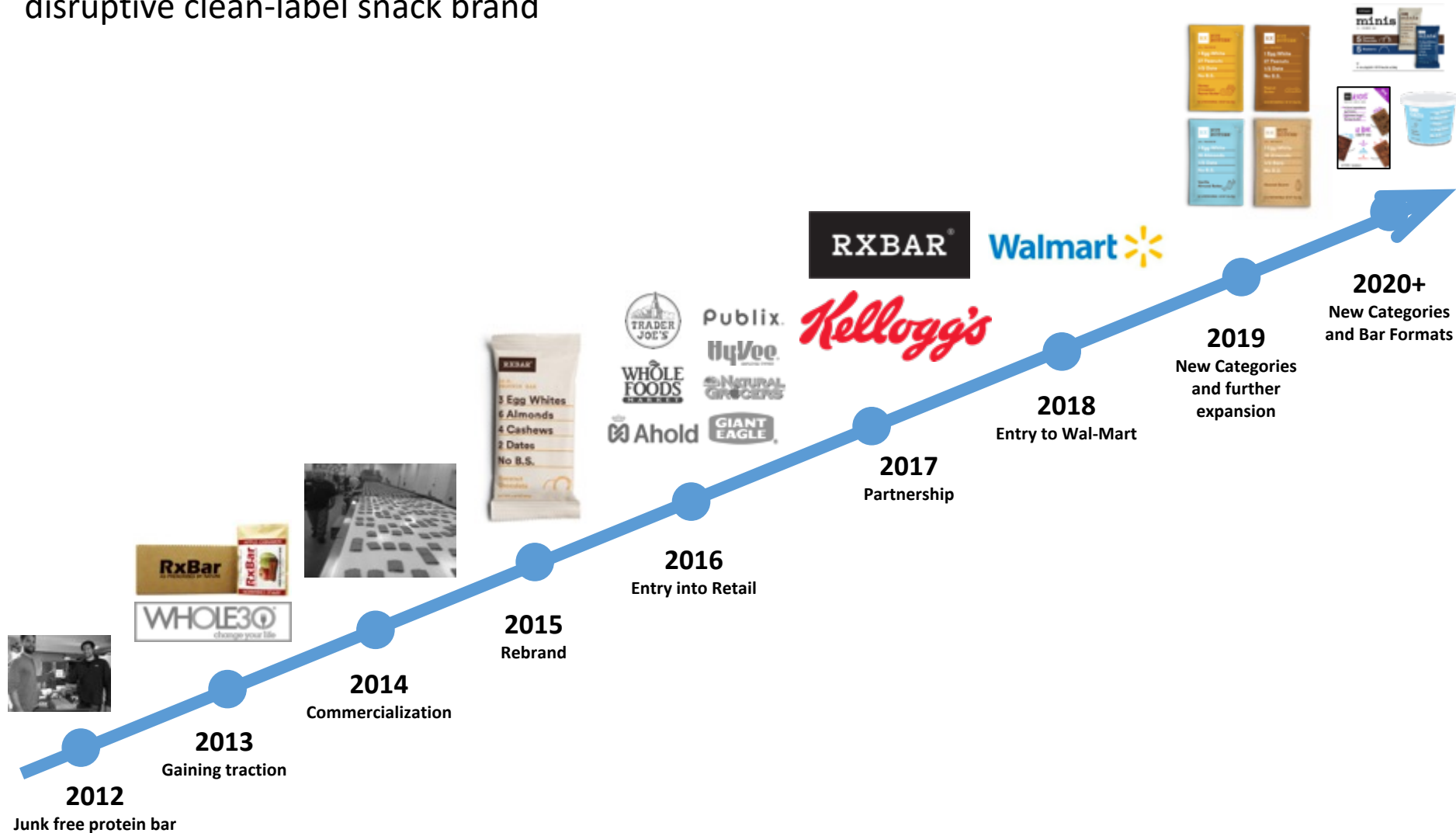




  
**Alibaba.com**

**RXBAR | Alibaba August 2020**

We called B.S. on protein bars and the result was RXBAR, a disruptive clean-label snack brand



**RXBAR** is a real food protein bar with nutritious, simple ingredients: **egg whites, fruits, and nuts**. They're perfect for a breakfast on the go, mid-day snack or pre/post workout fuel.



**Live on Alibaba Now!**

## Why RXBAR?

- Whole food ingredients
- 12g Protein
- 0g added sugar
- Gluten free
- Whole30 compliant\*
- Paleo friendly
- Convenient & on-the-go
- NO B.S.

Ask us about  
all our other  
flavors

### Seasonal SKUs



**Kosher Certified**

**Paleo**

**Whole 30**

**Non-GMO**





**No Added Sugar**

**No Gluten**

**No B.S.**





				
Ingredients*	Dates, Peanuts, Egg Whites, Natural Peanut Flavor, Sea Salt	Protein Blend (Milk Protein Isolate, Whey Protein Isolate), Soluble Corn Fiber (Prebiotic Fiber), Peanuts, Water, Almonds, Natural Flavors, Erythritol, Palm Oil, Sea Salt, Calcium Carbonate, Sucralose, Steviol Glycosides (Stevia)	Peanuts, Dark Chocolate Flavored Coating (Sugar, Palm Kernel Oil, Cocoa Powder, Soy Lecithin, Natural Flavor, Salt), Almonds, Glucose Syrup, Honey, Soy Protein Isolate, Peanut Butter (Peanuts, Salt), Unsweetened Chocolate, Chicory Root Fiber, Soy Lecithin, Tapioca Starch, Sea Salt.	Organic Brown Rice Syrup, Organic Rolled Oats, Organic Cane Syrup, Soy Protein Isolate, Organic Peanut Butter, Peanut Flour, Rice Flour, Peanuts, Organic Soy Flour, Organic Oat Fiber, Organic Roasted Soybeans, Organic Date Paste, Natural Flavors, Sea Salt, Barley Malt Extract
# of Ingredients	5	13	17	16
Protein	12g	20g	8g	11g
Calories	~200	~200	~200	~260
Paleo/Whole30	✓	✗	✗	✗
No Added Sweeteners	✓	✗	✗	✗

- RXBARs real, simple ingredients help uncomplicate healthy eating
- Future innovation will continue to make easy, convenient solutions that continue to deliver this added value to consumers

## DEMOGRAPHICS



Older Millennial to Younger Gen X (25-54)



Higher Income – typically HHI of \$80k+



Educated - tend to have higher ed degrees



Most likely to lead urban and suburban lives



Blend of both familial and non-children HHs, skew towards no kids

## LIFESTYLE HABITS

## ON THE MOVE

Health + Fitness Buffs  
Nightlife Enthusiasts  
Travel Seekers



Top fitness activities include walking/running, weightlifting, fitness classes, yoga, gym machines

## OPEN TO DIETS

74% of RXBAR consumers have tried a diet within the past year



Engaged with social content related to nutrition, weight loss, wining + dining, cooking

## IN THE KNOW

Our consumers engage with both news outlets (NYT) + popular programming (The Tonight Show, SNL)

## SHOPPING BEHAVIOR



Strong relationship with food – aware of what they consume and how it makes them feel

## SHOP THE PERIMETER

Frequent purchases include natural packaged snacks, eggs, yogurt, milk alternatives



Purchase decisions are benefit led

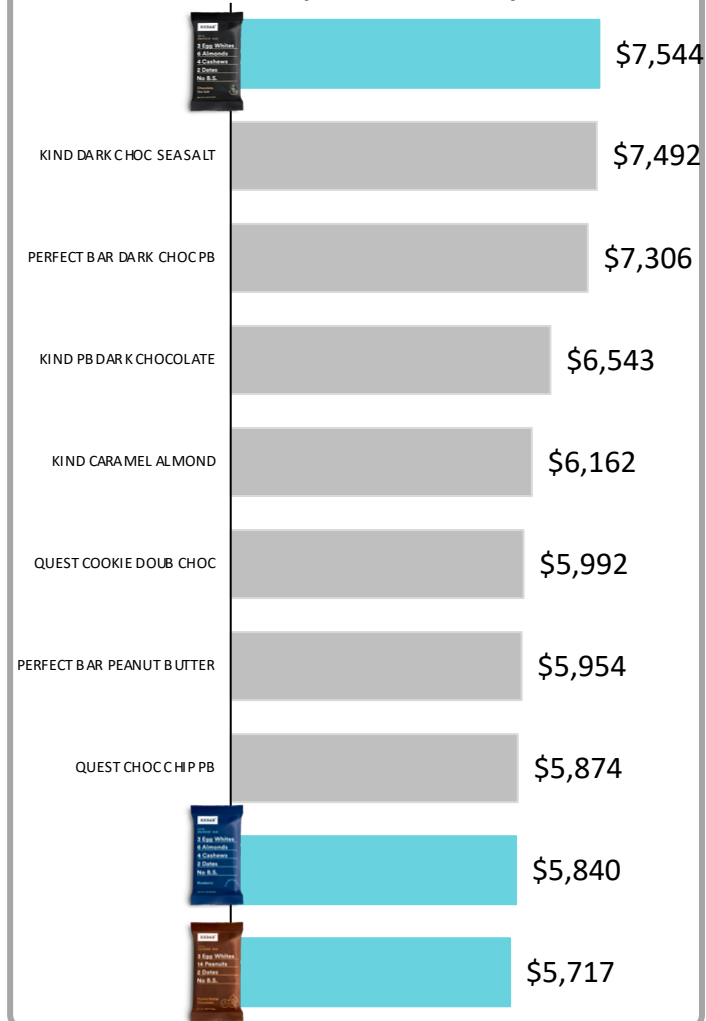
## HEALTH ITEMS OF INTEREST

Vitamins  
Supplements  
Protein Powder  
Probiotics

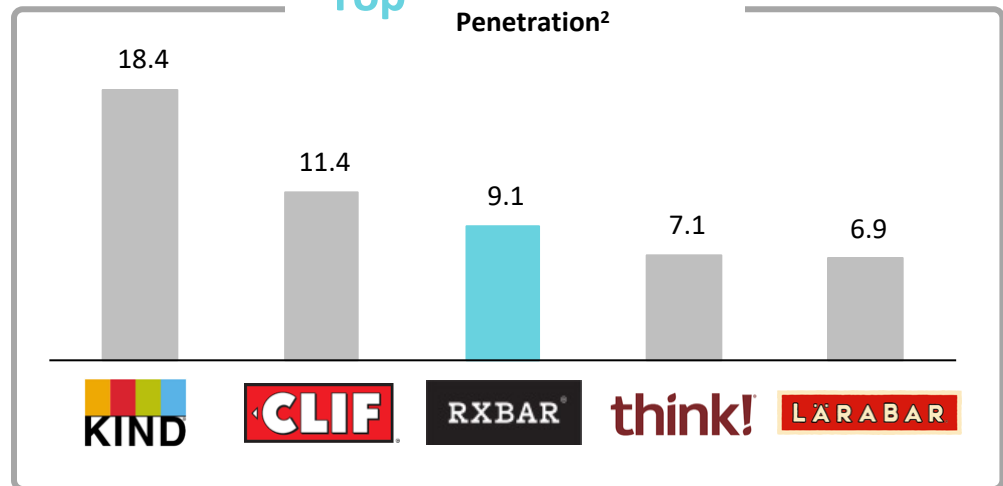


Over index on organic, low # ingredients, Non-GMO, Paleo, Plant-Based, Lactose-Free, Reduced Cholesterol, Vegetarian

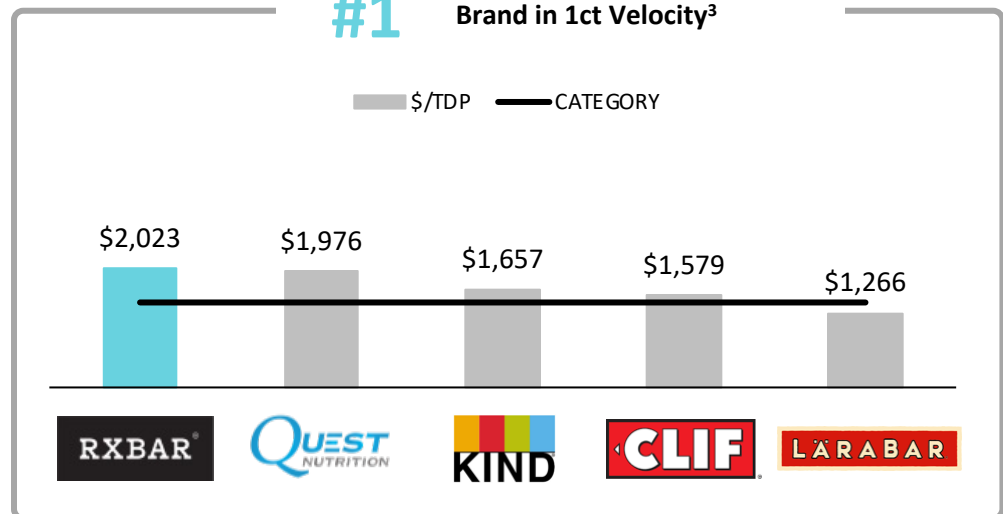
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Top SKUs in Velocity<sup>1</sup>

Top

Brand in Household Penetration<sup>2</sup>

#1

Brand in 1ct Velocity<sup>3</sup>

#1

Contributor to \$ growth in  
AOC+C<sup>(1)</sup>

#1

Contributor to \$ growth in Total  
US Food<sup>(2)</sup>

#4

SKU in the  
natural channel<sup>(3)</sup>

1) Source: Nielsen, xAOC+C, \$CYA, L4w, data ending 02/22/20  
2) Source: Nielsen, Total US Food, \$CYA, L4w, data ending 02/22/20  
3) Source: SPINS, Total US Natural, L4w, data ending 01/26/20



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**Learn More About RXBAR and our other products:**

[www.rxbar.com](http://www.rxbar.com)

RXBAR®

RX NUT  
BUTTER™RX A.M.™  
OATS

RX KIDS™

# Realness runs in the family.



**RX Nut Butter** is a wholesome and delicious spread made from real ingredients like **egg whites, nuts and dates** that provides nutrition and comes in a variety of great tasting flavors. It's the squeezable, spreadable snack that **tastes good** and is good for you.



### Single Serve

### Why RX Nut Butter?

- Limited Ingredients
- No artificial flavors or coloring
- 9g protein per serving
- High-quality protein
- 0g added sugar
- Gluten free
- NO B.S.



### Jars



SKUs ranked from left to right

**RX A.M. Oats** is a line of delicious flavored oatmeal cups made with clean ingredients and packed with **high-quality protein** so it's easy to start the day with a nutritious, satisfying meal. Each convenient, single-serve cup is easy to prepare hot or as overnight oats so you can enjoy it all year round.

**RX A.M.™**  
**OATS**

*SKUs ranked from left to right*

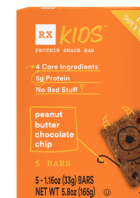


## Why RX A.M. Oats?

- 12g Protein
- 6g Fiber
- Gluten Free
- No artificial flavors
- Minimal Ingredients
- Convenient on-the-go format
- Versatile, with 3 easy ways to prepare

	<b>RXBAR</b>	<b>Bob's Red Mill</b>	<b>thinkThin</b>	<b>QUAKER REAL MEDLEYS</b>	<b>purely elizabeth.</b>
Ingredients*	Rolled Oats, Dates, Almonds, Egg Whites, Apple, Natural Flavor, Cinnamon	Gluten Free Whole Grain Oats, Cane Sugar, Dried Apple, Chia Seed, Flaxseed, Sea Salt, Cinnamon	Whole Grain Blend (Rolled Oats, Steel Cut Oats, Red Quinoa), Dried Cane Syrup, Isolated Soy Protein, Dried Apples, Chicory Root Fiber, Sea Salt, Natural Flavors, Ground Cinnamon	Whole grain oats, dried apples, walnuts coated with rosemary extract (to help protect flavor), brown sugar, sugar, dried cranberries, whole grain wheat, barley, whole grain rye, salt, cinnamon, natural flavor	Organic Gluten-Free Oats, Purely Elizabeth Original Ancient Grain Granola (Organic Gluten-Free Oats, Organic Coconut Sugar, Organic Raw Virgin Coconut Oil, Organic Sunflower Seeds, Organic Puffed Amaranth, Organic Quinoa Flakes, Organic Chia Seeds, Organic Cinnamon, Salt), Organic Dried Apples, Organic Pecans, Organic Flax Seeds, Organic Quinoa Flakes, Organic Puffed Amaranth, Organic Cinnamon
# of Ingredients	7	7	10	13	14
Protein	12g	7g	10g	6g	8
Sugar/ Added Sugar	9g 0g	13g 9g	10g Not Listed	23g Not Listed	3 Not Listed
Sugar Source	Dates	Cane Sugar	Dried Cane Syrup	Brown Sugar + Sugar	Coconut Sugar


**RX Kids** protein snack bars are made with 4 core ingredients including dates, whole grain oats, egg whites and coconut oil, with simple ingredients like strawberries and chocolate added to create flavors kids love. With 5g protein and 0g of added sugar\*

**RX KIDS™**


## Why RX Kids?

- 5g Protein
- Gluten Free
- No artificial flavors
- Minimal Ingredients
- 0g added sugar\*
- On-the-go snack

**RX KIDS™** RX Kids is still the the cleanest bar in the category

	<b>RX KIDS™</b>	<b>KIND KIDS</b>	<b>LÄRABAR® KID™</b>	<b>thinkKIDS</b>	<b>KID BAR</b>	<b>PERFECT KIDS</b>
ingredients	dates, oats, egg whites, coconut oil, chocolate, natural flavor  <b>Nothing Artificial No Preservatives</b> 	oats, tapioca syrup, semi-sweet chocolate (unsweetened chocolate, cane sugar, cocoa butter, vanilla extract), honey, cane sugar, coconut oil, water, rice flour, cane sugar, sorghum, sea salt, quinoa, vanilla extract, Vitamin E (tocopherols to maintain freshness)	Buckwheat flour, semisweet chocolate (unsweetened chocolate, cane sugar, cocoa butter, vanilla extract), honey, cane sugar, coconut oil, water, chia seeds, cocoa powder, sea salt	protein blend (soy protein isolate, whey protein isolate, calcium caseinate), chicory root fiber, brown rice syrup, milk chocolate coating (sugar, cocoa butter, milk, chocolate, soy lecithin, natural flavor), vegetable glycerol, semi-sweet chocolate chips (sugar, chocolate, cocoa butter, soy lecithin, natural flavor), sunflower oil, cocoa soy crisp (soy protein isolate, alkalinized cocoa, tapioca starch), natural flavor, brown sugar, sea salt, lecithin	organic oat blend (organic rolled oats, organic oat flour, organic oat fiber), organic tapioca syrup, organic fig paste, organic high-oleic sunflower oil, organic dried banana, organic cane syrup, organic unsweetened chocolate, natural flavors, organic cocoa butter, baking soda, sea salt, organic soy lecithin, organic vanilla extract	Peanut butter, honey, nonfat dry milk, dark chocolate (chocolate, cane sugar, cocoa butter, sunflower lecithin), whole oats, dried whole egg powder, rice protein, vanilla extract, flax seed oil, dried whole food powders (kale, spinach, broccoli, sweet potato, carrot, beet, pumpkin, cauliflower), sunflower lecithin, sea salt
# of ingredients	6	16	11	20	15	21
protein	5 grams	1 gram	1 gram	7 grams	2 grams	7 grams
free from added sugar?	✓	✗	✗	✗	✗	✗
sugar source	dates	tapioca syrup, cane sugar, honey	honey, cane sugar	brown rice syrup, sugar, brown sugar	tapioca syrup, cane sugar, cane syrup	honey, cane sugar

