



Bend, Oregon
50 SW Bond Street S3
(541-306-2013 ext. 101)



About Picky Bars

A real food option for athletes and active people, looking for natural fuel that's built for performance. Made from natural ingredients such as dates, nuts, seeds, and dried fruit, Picky Bars are dairy, gluten, soy, and GMO-free, digest easily, and taste amazing. Available in eight unique flavors, they are easy to get down before or during exercise, provide both quick- and slow-burning fuel sources, and offer seven grams of protein for recovery after. A snack you can feel good about, and fuel you can trust. Created by professional athletes in Bend, Ore., tested by hungry adventurers everywhere!

Features and Benefits

- 4:1 carb to protein ratio provides lasting energy and recovery
- Gluten, dairy, soy, and GMO free
- Natural, real food ingredients
- 7g protein
- Great for before, during, or after exercise
- Carefully crafted by professional endurance athletes with active people in mind

Flavor profiles

Ah, Fudge Nuts! Cacao-abunga Brownie **Vegan*

Single origin cacao and peanut butter combine for a rich yet balanced brownie-like flavor.

All-in Almond Agave Sweetened Awesomesauce **Vegan*

Almond butter, cranberries, and chocolate chips. One of our most popular flavors.

Blueberry Boomdizzle Blueberry Vanilla Thrilla **Vegan*

Almond butter and blueberries. Sweet and smooth, like a bakery treat without the guilt.

Cookie Doughpness Cinnamon Blazin' Raisin **Vegan*

Peanut butter, walnuts, cinnamon, one of the most distinct flavors in the line-up.

Lauren's Mega Nuts Peanut Butter Booyah (Original Flavor)

Peanut butter and chocolate, super-boosted with almonds, walnuts, pumpkin seeds, cashews.

Moroccan Your World with Turmeric, Cardamom, Ginger & Pistachio ***NEWEST**

Slightly savory and sweet, the unique spice blend makes this Moroccan-inspired flavor stand out.

Need for Seed Sunflower Butter Sensation

Honey roasted sunflower butter tastes great and offers an alternative for non-nutty people.

Smooth Caffeinator (25mg caffeine) Hazelnut Mocha Madness **Vegan*

Hazelnut butter, chocolate, and roasted coffee beans, bonus quick boost for coffee lovers!

About the Packaging - #Lifepoints

Real food, real people. The photos on these wrappers are from customers and fans showing off their adventures using the hashtag #lifepoints.

About the Company

Created by professional athletes in their home kitchen to fill a hole in the energy bar market that didn't offer a natural and easily-digestible option that was also built for performance. Based in Bend, Ore.

Jesse Thomas - 6x Wildflower Triathlon champion, 2x IRONMAN champion

Lauren Fleshman - 2x USA 5K champion, 5x NCAA champion

Stephanie Bruce - Sub 2:30 marathoner, professional running coach

Picky Club

Picky Club is our exclusive subscription service, which offers automatic monthly delivery of 12, 18, or 24 bars and gives customers full control to switch the flavors and number of bars they wish to have delivered to their doorstep. Picky Club memberships are available for purchase to athletes and individuals of all abilities at pickybars.com/club.

Feed the Dream Project

In the spirit of supporting athletes that not only strive for greatness, but also give all they have to represent their country, the Feed the Dream Project was born. Created to support athletes during one of the most rigorous and important times in their athletic careers, Feed the Dream will provide 100 Olympic Trials qualifying athletes with a free 24-bar monthly Picky Club membership from March through the Olympics in Rio for a total contribution of \$25,000 in donated goods and services. Feed the Dream is open to Olympic Trials qualifiers in any sport, no strings attached, so each athlete can focus on their goals—training hard, eating well, and chasing their dreams. A list of participating athletes can be found at pickybars.com/feedthedreamwinners.

Where to Buy

Thanks in part to our fans across the country and the world, Picky Bars have quickly grown from one local Eugene retailer in 2010 to over 900 and counting in 2016. In addition to Trader Joe's, Picky Bars products can be found in REI, Fleet Feet Sports, Sports Basement and hundreds of other specialty retailers, which can be found on our retailer map online at pickybars.com/retail-locations. We also offer customers the opportunity to purchase directly from PickyBars.com or by signing up for our monthly subscription service, Picky Club.

FAQ

- *What makes Picky Bars stand out from other products?*
 - o *A combination of real food bar and a sports performance product, Picky Bars feature a 4:1 carb-to-protein ratio that offers optimal nutrient absorption before, during, or after exercise, while boasting an ingredient list you can find in most standard kitchen pantries (and can actually pronounce!)*
- *Are any of your flavors vegan/paleo/low carb?*
 - o *Five of our eight flavors are vegan (Need for Seed, Lauren's Mega Nuts, and Moroccan Your World contain a small amount of responsibly-sourced Oregon honey.)*
 - o *Rice protein and brown rice crisp are featured in all of our bars, which do not comply with a Paleo-inspired diet.*
 - o *We know carbs to be a reliable and easily convertible source of fuel, and have blended their sources to feature both fast-acting and slow-burning so you get a boost without a crash.*
- *The sugar content is pretty high. What's up with that?*
 - o *With dates as each bar's primary ingredient and a nutritional foundation of carbohydrates, our bars contain 18 grams of sugar. Depending on the flavor, 47-66% of those grams*

come from fruits, nuts, and grains, which provides a lower glycemic load that keeps blood sugar from spiking. The rest is derived from agave, honey, and/or chocolate chips, which give a useful boost before exercise.

- *\$2.75 is on the higher end of the bar market. What makes Picky Bars more expensive?*
 - *We are a premium product that features quality ingredients and no cheap fillers. Also as a smaller company with small batch production we don't yet have the high economies of scale that some other products do.*
- *When is best to eat a Picky Bar?*
 - *Any time, really! As close as 15 minutes before exercise, during low-moderate efforts (easy bike rides, long runs, hikes, etc), or after as recovery. They also make great between meal snacks.*
- *Do they freeze or melt in extreme temperatures?*
 - *Left in the car during a summer run or carrying in a pocket on a snowy adventure, the general texture of Picky Bars stays consistent thanks to date's concentrated sugar content. All season adventure on! (Flavors with chocolate chips will get a little melty and messy.)*