



- **FAST FUEL:** Simple carbs (the peanut candy) quickly boost blood sugar^{21,28}.
- **"BONK" PREVENTION (NO BLOOD SUGAR CRASH):** Fruit-based sugar^{4,5,31} (from dried cranberries⁶ and raisins⁶), along with rolled oats^{1,2} (a more complex carb) and cinnamon³ stabilize blood sugar and keep you from crashing^{28,35}.
- **SUSTAINED "REAL FOOD" ENERGY:** A moderate mix of protein and fat for longer-lasting "real food" energy^{8,22}. Peanuts^{10,11} and peanut butter^{12,13,14} are very low glycemic index foods⁹ (15 and 22, respectively). Peanut butter also helps alleviate upset stomach¹⁴ and nausea. But it's good to keep protein under about 10g²⁷ in an energy bar.
- **ELECTROLYTES:** Sodium and potassium are two of the critical electrolytes your body needs when working hard. Our bar gives you over 200mg of each.
- **INCREDIBLE FLAVOR:** Any bar is worthless if it's so terrible you don't want to eat it. We make the best tasting energy bar on the market. We're serious when we make the claim "Finally, an energy bar you look forward to eating".

Nutrition Facts	Amount/serving		% Daily Value*		Amount/serving	% Daily Value*	
1 servings per container Serving size 2.6 Ounces (74g) Calories per serving 350	Total Fat 15g		19%		Total Carbohydrate 51g		19%
	Saturated Fat 3g		15%		Dietary Fiber 4g		14%
	Trans Fat 0g				Total Sugars 41g		
	Cholesterol 0mg		0%		Includes 26g Added Sugars		52%
	Sodium 270mg		12%		Protein 8g		16%
	Vitamin D 0mcg	0%	Calcium 0mg	0%	Iron 0mg	0%	
	Potassium 235mg	4%					

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

What you WON'T see in an Expedition Bar:

Our bar contains absolutely no gluten, dairy, soy, egg, or tree nuts.

"Expedition Bars have taken the challenge out of making sure my athletes are putting the right things in their bodies at the right time. Now they have an energy bar that tastes good and they look forward to eating"

— Coach Todd Cady, Columbia HS Wrestling (Nampa, ID). 371-57-1, 6x Idaho State Champions, 8x State Runner-Ups



COST: \$3 for a 2.6 ounce bar. (just \$1.16/ounce)

Available at www.expeditionbars.com

@expeditionbars

“Energy Bar” vs. “Protein Bar”: What’s the difference?¹⁵

They are not the same thing. Skip the marketing claims and read the nutrition label. Energy bars are **intentionally** high in carbs²⁸, ranging from simple²¹ (sucrose, glucose, fructose³¹) to complex²³ (like oats), to provide maximum on-demand fuel during strenuous athletic activities²⁴. According to the American Dietetic Association, an energy bar needs high-glycemic carbs (SUGAR) for fast energy, and no more than 10 grams of protein and aim for 30-60 grams of carbs per hour of sustained exercise^{27,28,29}, and as high as 90g/hr³³. Protein bars are more suitable as a muscle recovery food or as a meal replacement. Protein **can** be converted to glucose for energy but is slower than burning carbs (protein slows digestion), and can inhibit the body’s ability to maintain (or build) muscle mass.¹⁷

If it lacks high carbs then it’s not a FAST FUEL energy bar, regardless of the claims on the packaging. It’s that simple.¹⁹

No matter what type of eating plan you follow (low carb, high fat, high protein, paleo, keto, etc), eating carbs is still the quickest way to increase energy during physical activity.^{16,18,33}

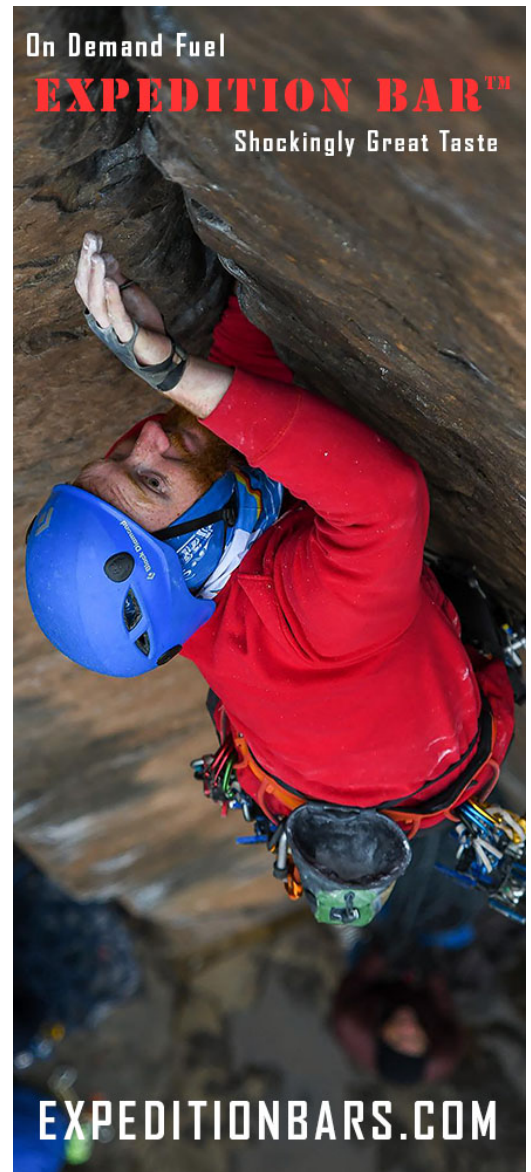
Added Sugar in an Energy Bar?

Why do hikers and backpackers mix chocolate candy or other sweet treats into trail mix? Why do aid stations at endurance events often offer candy? Why do some endurance athletes eat cookie dough?

During sustained physical exercise, the body rips through carbs at a rate of up to 90g per hour³² (and more in heat, cold, or higher altitudes²⁹), which means that even “added sugar” is quickly converted to energy²⁷. But just eating candy bars isn’t the answer, since the energy isn’t sustainable. This is why energy bars that get most of their sugars from simple sugars²⁶ are not as effective as a bar (like ours) that contain a broad complex of simple-to-complex sugars and blood sugar stabilizing ingredients that help maintain a steady release of insulin²⁸.

If not replenished, muscle glycogen can become depleted²⁵. It’s that “dead legs” or “dead arms” feeling as your body just hits a wall²⁰. Your brain also relies on carbs for energy. Low blood sugar³⁵ results in a “foggy head”³⁴, sluggish critical thinking²⁸, and headaches. This can happen during a game...during a race...8 miles up a mountain trail, 100’ up a rock face, or even mid-afternoon during a workday (especially if you skipped breakfast).

The Expedition Bar combines the good stuff your body needs with a quality food-based candy. It’s a truly delicious energy bar that gives you the best of both worlds...optimal performance and great taste!



FAST FUEL • SUSTAINED ENERGY • NO CRASH

www.expeditionbars.com

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Made by Robinson Soft Brittle, LLC. Hayden, Idaho (208) 610-1880

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