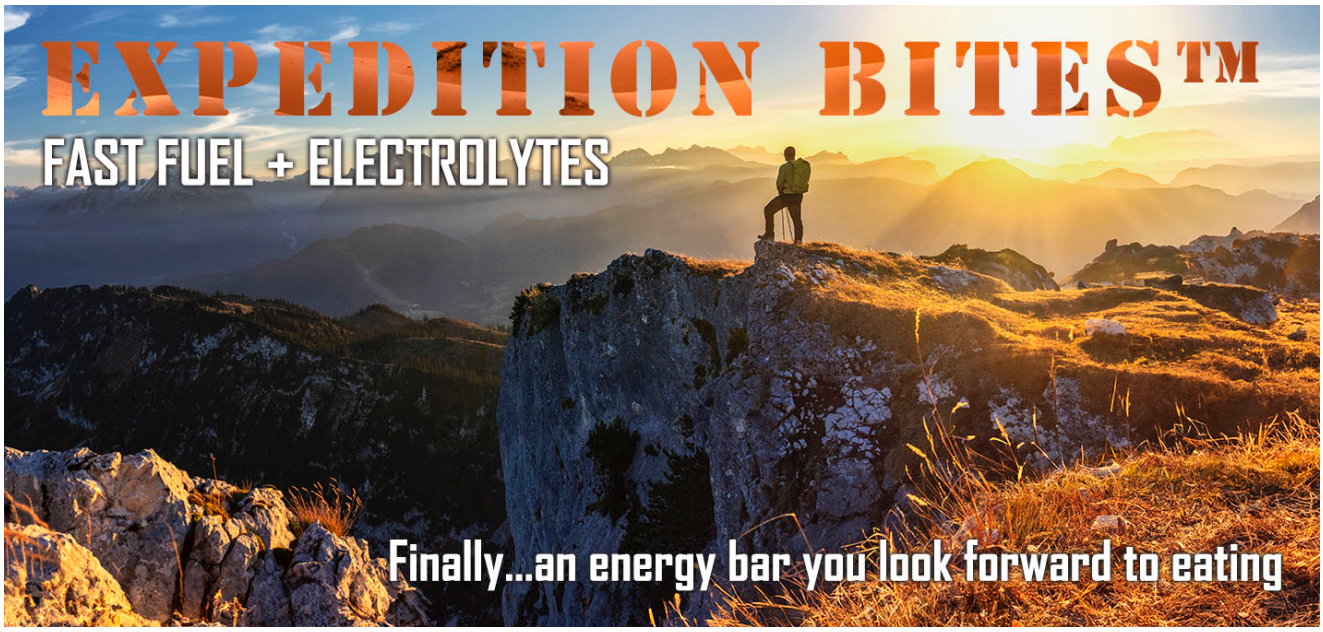


- **FAST FUEL**: Simple carbs (the peanut candy) quickly boost blood sugar[21,28]. There's a reason why candies are a vital part of trail mix, and why people turn to candy bars for quick energy.
- **NO BLOOD SUGAR CRASH**: Fruit-based sugar[4,5,31] (from the dried cranberries[7] and raisins[6]), along with rolled oats[1,2] (a more complex carb) and cinnamon[3] stabilize blood sugar and keep you from "hitting the wall" with crashing blood sugar[28,35].
- **LONG-LASTING "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 foods[9] (15 and 22, respectively). Peanut butter also helps alleviate upset stomach[14] and nausea. But it's also good to keep protein moderate[27] in an energy bar.
- **ELECTROLYTES**: Sodium, potassium, and magnesium are critical electrolytes your body needs when working hard. We give you all 3.
- **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 planet earth, because for us everything starts with taste and builds from there. We're dead serious when we make the claim "an energy bar you look forward to eating".

Nutrition Facts

4 servings per container
Serving size
2 Ounces (56g)
Calories per serving **270**

Amount/serving	% Daily Value*
Total Fat 12g	**15%**
Saturated Fat 2g	**10%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 210mg	**9%**
Vitamin D 0mcg 0% • Calcium 0mg 0%	
Potassium 172mg 4% • Magnesium 15%	

Amount/serving	% Daily Value*
Total Carbohydrate 38g	**14%**
Dietary Fiber 2g	**7%**
Total Sugars 32g	
Includes 20g Added Sugars	**40%**
Protein 6g	
Iron 6mg	35%

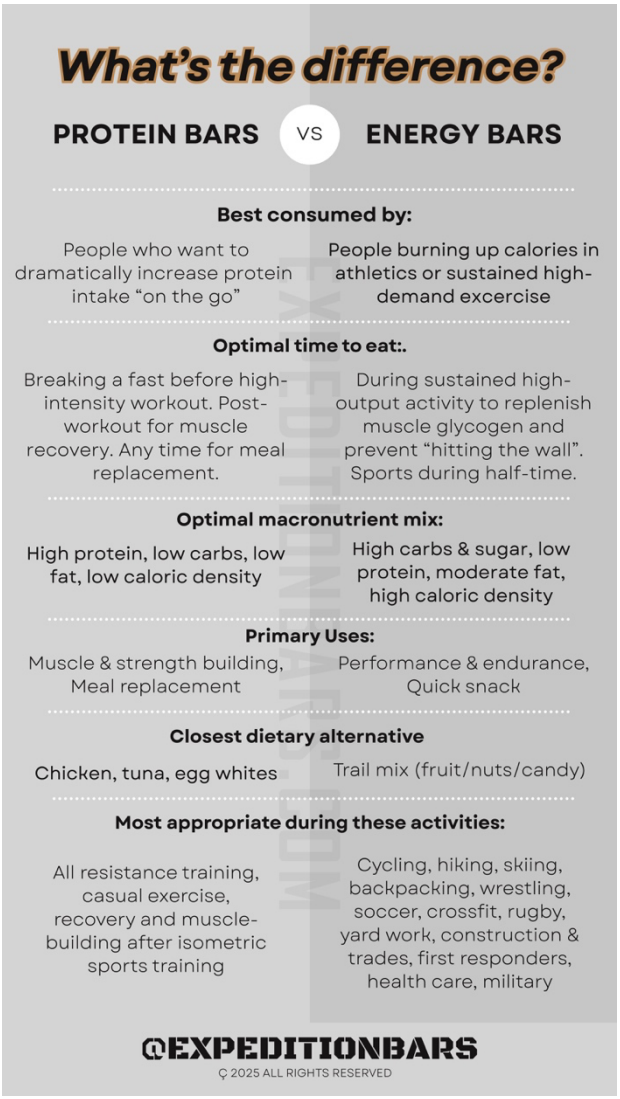
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

What you WON'T see in Expedition Bites & Bars:
Contains no grain, dairy, egg, or tree nuts. Vegan-friendly.

COST: $16 for an 8 ounce pouch (approx. 24 squares). Also available in slabs (see website).

Available at www.expeditionbars.com @expeditionbars

"Energy Bar" vs. "Protein Bar": What's the difference?[15]
They are not the same thing. Read the chart to the right. **Energy bars are intentionally high in carbs**[28], ranging from simple[21] (sucrose, glucose, fructose[31]) to complex[23] (like oats), to provide maximum on-demand fuel during strenuous athletic activities[24]. According to the American Dietetic Association, an energy bar needs high-glycemic carbs (**SUGAR**) for fast energy, as you burn 30-60 grams of carbs per hour of sustained exercise[27,28,29], and as high as 90g/hr[33]. 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, and when required to be converted to glucose can inhibit the body's ability to maintain (or build) muscle mass.[17]
If it lacks higher 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 efficiently intake energy during sustained physical activity.[16,18,33]

Added Sugar in an Energy Bar?
Why do backpackers mix candy 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 hour[32] (and more in heat, cold, or higher altitudes[29]), which means that even "added sugar" is quickly converted to energy[27]. But just eating candy bars isn't the answer, since that energy isn't sustainable in a linear fashion as blood sugar "yo-yo's". This is also why an energy bar brand like CLIF® that get 85-88% of its total sugars from added sugars[26] cannot be as effective as a bar (like ours at 63%) that contain a broad complex of simple-to-complex sugars and blood sugar stabilizing ingredients[28].

If not replenished, muscle glycogen becomes depleted[25]. We've all felt that "dead legs" or "dead arms" feeling as your body just hits a wall[20]. Your brain also relies on carbs for energy. Low blood sugar[35] results in a "foggy head"[34], sluggish critical thinking[28], and headaches. The last place you need this is 4 hours into an all-day cycling trip, 8 miles up a mountain trail, 400' up a rock face, at half-time during an intense sporting event, mid-shift during a physically demanding work day, or midway through a long day of yard work or moving.

Expedition Bites combines the great taste you want with the good stuff your body needs in a high-quality **food-based** bar. It's the best of both worlds…optimal performance and great taste!

FAST FUEL • LONG-LASTING ENERGY • NO CRASH

http://www.expeditionbars.com **@expeditionbars**

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

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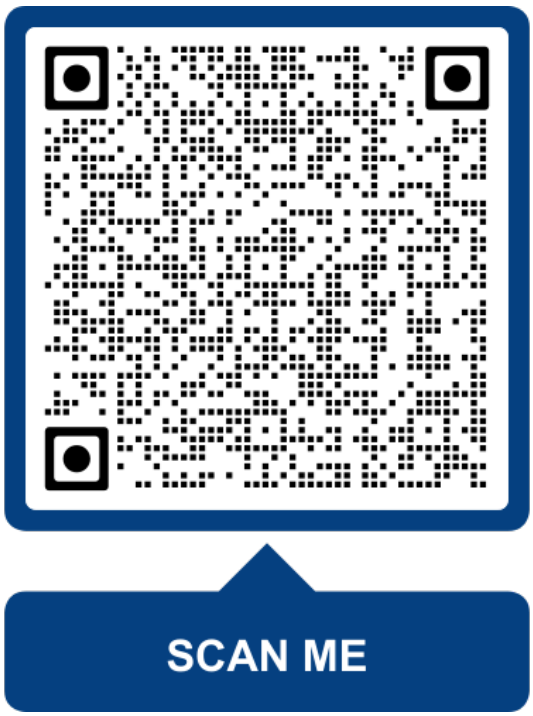
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