



**PREMIUM  
Private Label  
High Protein  
BARS**

Development  
& Manufacturing

## **OUR MISSION**

The change the way people eat “on the move” by providing uncompromising quality and innovative recipes. Our goal is to support every active person – from the professional athlete to the busy professional – by functional food, which provides energy, health and true satisfaction.

## **OUR VISION**

To be the global standard for “smart food”. We are striving to build a future, where healthy eating is easily accessible, incredibly tasty and sustainable, inspiring a community of people, who strive to the best version of themselves every single day.

## **OUR VALUES**

Uncompromising quality: We use only carefully selected, premium ingredients. If our families would not eat the ingredient, we do not use it in our products.

**We believe, that the  
outstanding taste starts with  
the best ingredients.**

**We produce bars, that meet  
the requirements of wide range  
of nutritional requirements  
with optimal combination of  
nutritional value and taste.**

**Explore  
the tastes**

# PISTACHIO CREAM flavor

The lifestyle bars are a premium range of double layered bars with 33% protein, with sprinkles, coated with chocolate.

Milk  
chocolate  
coated

pistachio  
cream  
inside



21g  
protein

7g  
collagen



## INGREDIENTS:

**milk** proteins (22%) (calcium caseinate 18%, **why protein** concentrate 4%), hydrolysed beef collagen (11%) sweetener: maltitol, cocoa couverture (low-fat natural cocoa powder 11%, low-fat alkalized cocoa powder 11%, sweetener: maltitol, refined vegetable oils (coconut, from palm kernel), emulsifier: **sunflower** lecithin, flavour: vanilla); **pistachio** cream 7% (maltitol, vegetable oils in variable proportions (shea, rapeseed, sunflower, fully hydrogenated rapeseed oil, partially hydrogenated palm oil, **pistachio** paste (10%), **why powder**, whole **milk** powder, **skimmed milk** powder, emulsifier: **sunflower** lecithin, colouring agents: E160, E133), coconut oil, sweetener: sorbitol, humectant: glycerin, rice-**wheat** crisp (corn flour, **wheat** semolina, **wheat** fiber, rice flour, malt extract, salt), natural cocoa powder (1.8%) (10% fat), alkalized cocoa powder (1.2%) (12% fat), emulsifier: **sunflower** lecithin, flavour: pistachio, vanilla, dark chocolate, milk chocolate. Contains natural sugars. May contain traces of **peanuts** and other **nuts**.

## NUTRITION FACTS 100g:

Energy	1682 kJ/ 402 kcal
Fat	18 g
of which saturates	12 g
Carbohydrate	40 g
of which sugars	1 g
Polyols	28 g
Fibre	3 g
Protein	33 g
Salt	0,28 g

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# VANILLA & LEMON flavor

The lifestyle bars are a premium range of double layered bars with **33% protein**, with sprinkles, coated with chocolate.

White chocolate coated

lemon, nougat inside



**21g**  
protein

**7g**  
collagen



## INGREDIENTS:

**milk proteins** (22%) (**calcium caseinate** 18%, **whey protein** concentrate 4%), hydrolysed beef collagen 11%, sweetener: maltitol, white couverture (**whey powder**, sweetener maltitol, refined vegetable oils (coconut, from palm kernel), emulsifier: **sunflower lecithin**); lemon cream 7% (maltitol, vegetable oils in variable proportions (shea, rapeseed, **sunflower**), **whey powder**, **skimmed milk powder**, emulsifier: **sunflower lecithin**, flavour: lemon), coconut oil, sweetener: sorbitol, humectant: glycerin, rice-**wheat** crisp (corn flour, **wheat semolina**, **wheat fibers**, rice flour, malt extract, salt), emulsifier: **sunflower lecithin**, flavour: vanilla, lemon oil, cheesecake; colourant: curcumin. Contains natural sugars. May contain traces of **peanuts** and other **nuts**.

## NUTRITION FACTS 100g:

Energy	1682 kJ/ 402 kcal
Fat	18 g
of which saturates	12 g
Carbohydrate	40 g
of which sugars	1 g
Polyols	28 g
Fibre	3 g
Protein	33 g
Salt	0,28 g

# COOKIES & CREAM flavor

The lifestyle bars are a premium range of double layered bars with 33% protein, with sprinkles, coated with chocolate.

Milk  
chocolate  
coated

cream  
inside

cookie  
crumbs



21g  
protein

7g  
collagen



## INGREDIENTS:

**milk proteins** (22%) (**calcium caseinate** 18%, **whey protein** concentrate 4%), hydrolysed beef collagen (11%) sweetener: maltitol, cocoa couverture (low-fat natural cocoa powder 11%, low-fat alkalized cocoa powder 11%, sweetener: maltitol, refined vegetable oils (coconut, from palm kernel), emulsifier: **sunflower** lecithin, flavour: vanilla), cookie cream (7%) (maltitol, vegetable oils in variable proportions (shea, rapeseed, **sunflower**), **whey powder**, **skimmed milk powder**, emulsifier: **sunflower** lecithin, flavour: cookie), coconut oil, sweetener: sorbitol, humectant: glycerin, rice-**wheat** crisp (corn flour, **wheat semolina**, **wheat fibers**, rice flour, malt extract, salt), emulsifier: **sunflower** lecithin, flavour: cookie, vanilla, cream. Contains natural sugars. May contain traces of **peanuts** and other **nuts**.

## NUTRITION FACTS 100g:

Energy	1682 kJ/ 402 kcal
Fat	18 g
of which saturates	12 g
Carbohydrate	40 g
of which sugars	1 g
Polyols	28 g
Fibre	3 g
Protein	33 g
Salt	0,28 g

# COCOA flavor

The lifestyle bars are a premium range of double layered bars with 33% protein, with sprinkles, coated with chocolate.

Milk  
chocolate  
coated

cream  
inside



21g  
protein

7g  
collagen



## INGREDIENTS:

**milk proteins** (22%) (**calcium caseinate** 18%, **whey protein** concentrate 4%), hydrolysed beef collagen (11%) sweetener: maltitol, cocoa couverture (low-fat natural cocoa powder 11%, low-fat alkalized cocoa powder 11%, sweetener: maltitol, refined vegetable oils (coconut, from palm kernel), emulsifier: **sunflower** lecithin, flavour: vanilla); coca cream 7% (maltitol, vegetable oils in variable proportions (shea, rapeseed, **sunflower**), **whey powder**, **whole milk powder**, low-fat natural cocoa 9%, emulsifier: **sunflower** lecithin, flavour: hazelnut), coconut oil, rice-**wheat** crisp (corn flour, **wheat semolina**, **wheat fibers**, rice flour, malt extract, salt), emulsifier: sorbitol, humectant: glycerin, natural cocoa powder (1.8%), alkalized cocoa powder (1.2%), emulsifier: **sunflower** lecithin; flavour: vanilla, dark chocolate, milk chocolate. Contains natural sugars. May contain traces of **peanuts** and other **nuts**.

## NUTRITION FACTS 100g:

Energy	1682 kJ/ 402 kcal
Fat	18 g
of which saturates	12 g
Carbohydrate	40 g
of which sugars	1 g
Polyols	28 g
Fibre	3 g
Protein	33 g
Salt	0,28 g

# CHEESECAKE STRAWBERRY & CREME flavor

The lifestyle bars are a premium range of double layered bars with **33% protein**, with sprinkles, coated with chocolate.

White  
chocolate  
coated

lemon,  
nougat inside



**21g**  
protein

**7g**  
collagen



## INGREDIENTS:

**milk proteins** (22%) (**calcium caseinate** 18%, **whey protein** concentrate 4%), hydrolysed beef collagen 11%, sweetener: maltitol, white couverture (**whey powder**, sweetener maltitol, refined vegetable oils (coconut, from palm kernel), emulsifier: **sunflower lecithin**); lemon cream 7% (maltitol, vegetable oils in variable proportions (shea, rapeseed, **sunflower**), **whey powder**, **skimmed milk powder**, emulsifier: **sunflower lecithin**, flavour: lemon), coconut oil, sweetener: sorbitol, humectant: glycerin, rice-**wheat** crisp (corn flour, **wheat semolina**, **wheat fibers**, rice flour, malt extract, salt), emulsifier: **sunflower lecithin**, flavour: vanilla, lemon oil, cheesecake; colourant: curcumin. Contains natural sugars. May contain traces of **peanuts** and other **nuts**.

## NUTRITION FACTS 100g:

Energy	1682 kJ/ 402 kcal
Fat	18 g
of which saturates	12 g
Carbohydrate	40 g
of which sugars	1 g
Polyols	28 g
Fibre	3 g
Protein	33 g
Salt	0,28 g

# SALTY CARAMEL flavor

The lifestyle bars are a premium range of double layered bars with **33% protein**, with sprinkles, coated with chocolate.

White chocolate coated

lemon, nougat inside



**21g**  
protein

**7g**  
collagen



## INGREDIENTS:

**milk proteins** (22%) (**calcium caseinate** 18%, **whey protein** concentrate 4%), hydrolysed beef collagen 11%, sweetener: maltitol, white couverture (**whey powder**, sweetener maltitol, refined vegetable oils (coconut, from palm kernel), emulsifier: **sunflower lecithin**); lemon cream 7% (maltitol, vegetable oils in variable proportions (shea, rapeseed, **sunflower**), **whey powder**, **skimmed milk powder**, emulsifier: **sunflower lecithin**, flavour: lemon), coconut oil, sweetener: sorbitol, humectant: glycerin, rice-**wheat** crisp (corn flour, **wheat semolina**, **wheat fibers**, rice flour, malt extract, salt), emulsifier: **sunflower lecithin**, flavour: vanilla, lemon oil, cheesecake; colourant: curcumin. Contains natural sugars. May contain traces of **peanuts** and other **nuts**.

## NUTRITION FACTS 100g:

Energy	1682 kJ/ 402 kcal
Fat	18 g
of which saturates	12 g
Carbohydrate	40 g
of which sugars	1 g
Polyols	28 g
Fibre	3 g
Protein	33 g
Salt	0,28 g

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# SALTY CARAMEL flavor

The lifestyle bars are a premium range of double layered bars with **36% protein**, with sprinkles, coated with chocolate.

Milk  
chocolate  
coated

caramel,  
nougat inside

salt  
crystals



**22g**  
protein

**7g**  
collagen



## INGREDIENTS:

**milk proteins** (26%) (**calcium caseinate** 20%, **whey protein** concentrate 6%), hydrolysed beef collagen (11%) sweetener: maltitol, cocoa couverture (low-fat natural cocoa powder 11%, low-fat alkalized cocoa powder 11%, sweetener: maltitol, refined vegetable oils (coconut, from palm kernel), emulsifier: **sunflower** lecithin, flavour: vanilla), coconut oil, sweetener: sorbitol, humectant: glycerin, emulsifier: **sunflower** lecithin, colouring agents: caramel, Himalayan salt (0.5%), flavoring: caramel, vanilla. Contains natural sugars. May contain traces of **peanuts** and other **nuts**.

## NUTRITION FACTS 100g:

Energy	1536 kJ/ 367 kcal
Fat of which saturates	10 g 8 g
Carbohydrate of which sugars	43 g 0,7 g
Polyols	28 g
Protein	36 g
Salt	0,29 g

# ORANGE & COCOA flavor

The lifestyle bars are a premium range of double layered bars with **36% protein**, with sprinkles, coated with chocolate.

Milk  
chocolate  
coated

cocoa,  
nougat inside



**22g**  
protein

**7g**  
collagen



## INGREDIENTS:

**milk proteins** (26%) (calcium caseinate 20%, whey protein concentrate 6%), hydrolysed beef collagen (11%) sweetener: maltitol, cocoa couverture (low-fat natural cocoa powder 11%, low-fat alkalized cocoa powder 11%, sweetener: maltitol, refined vegetable oils (coconut, from palm kernel), emulsifier: **sunflower** lecithin, flavour: vanilla), coconut oil, sweetener: sorbitol, humectant: glycerin, natural cocoa powder (1.8%) (10% fat), alkalized cocoa powder (1.2%) (12% fat), emulsifier: **sunflower** lecithin, flavour: orange oil, vanilla. Contains natural sugars. May contain traces of **peanuts** and other **nuts**.

## NUTRITION FACTS 100g:

Energy	1536 kJ/ 367 kcal
Fat of which saturates	10 g 8 g
Carbohydrate of which sugars	43 g 0,7 g
Polyols	28 g
Protein	36 g
Salt	0,29 g

# DOUBLE COCOA flavor

The lifestyle bars are a premium range of double layered bars with 36% protein, with sprinkles, coated with chocolate.

Milk  
chocolate  
coated

cocoa,  
nougat inside



**22g**  
protein

**7g**  
collagen



## INGREDIENTS:

**milk proteins** (26%) (**calcium caseinate** 20%, **whey protein** concentrate 6%), hydrolysed beef collagen (11%) sweetener: maltitol, cocoa couverture (low-fat natural cocoa powder 11%, low-fat alkalized cocoa powder 11%, sweetener: maltitol, refined vegetable oils (coconut, from palm kernel), emulsifier: **sunflower** lecithin, flavour: vanilla, hazelnut), coconut oil, sweetener: sorbitol, humectant: glycerin, natural cocoa drops 2% (maltitol, fully hydrogenated vegetable oil (palm), alkalized cocoa powder (12%), natural cocoa powder (10%), modified starch E1414, emulsifier: **sunflower** lecithin (0.8%), flavour), natural cocoa powder (1.8%) (10% fat), alkalized cocoa powder (1.2%) (12% fat), emulsifier: **sunflower** lecithin, flavour: vanilla, dark chocolate, milk chocolate. Contains natural sugars. May contain traces of **peanuts** and other **nuts**.

## NUTRITION FACTS 100g:

Energy	1536 kJ/ 367 kcal
Fat of which saturates	10 g 8 g
Carbohydrate of which sugars	43 g 0,7 g
Polyols	28 g
Protein	36 g
Salt	0,29 g

# CREME BRULEE flavor

The lifestyle bars are a premium range of double layered bars with 36% protein, with sprinkles, coated with chocolate.

colorful  
sprinkles

white  
chocolate  
coated

creme brulee  
flavored base



**22g**  
protein

**7g**  
collagen



## INGREDIENTS:

**milk proteins** (26%) (calcium caseinate 20%, **whey protein** concentrate 6%), hydrolysed beef collagen (11%) sweetener: maltitol, white couverture (11%) (**whey milk** powder, sweetener: maltitol, refined vegetable oils (coconut, palm kernel), emulsifier: **sunflower** lecithin), coconut oil, sweetener: sorbitol, humectant: glycerol, coloured sprinkles (maltitol, vegetable oil (palm kernel), corn starch, glazing agent (glucose syrup, talc, shellac), colouring agents: E124, E122, E110, E102, E133, E131), emulsifier: sunflower lecithin, flavourings: crème brûlée, vanilla, colour: curcumin. Contains natural sugars. May contain traces of **peanuts** and other **nuts**.

## NUTRITION FACTS 100g:

Energy	1536 kJ/ 367 kcal
Fat of which saturates	10 g 8 g
Carbohydrate of which sugars	43 g 0,7 g
Polyols	28 g
Protein	36 g
Salt	0,29 g

# CRANBERRY flavor

The lifestyle bars are a premium range of double layered bars with 36% protein, with sprinkles, coated with chocolate.

Milk  
chocolate  
coated

creme  
inside

dried  
cranberries



22g  
protein

7g  
collagen



## INGREDIENTS:

**milk proteins** (26%) (**calcium caseinate** 20%, **whey protein** concentrate 6%), hydrolysed beef collagen (11%) sweetener: maltitol, cocoa couverture (low-fat natural cocoa powder 11%, low-fat alkalized cocoa powder 11%, sweetener: maltitol, refined vegetable oils (coconut, from palm kernel), emulsifier: **sunflower** lecithin, flavour: vanilla), coconut oil, sweetener: sorbitol, humectant: glycerin, dried cranberry (3%), emulsifier: **sunflower** lecithin, flavour: blueberry, cheesecake, vanilla. Contains natural sugars. May contain traces of **peanuts** and other **nuts**.

## NUTRITION FACTS 100g:

Energy	1536 kJ/ 367 kcal
Fat of which saturates	10 g 8 g
Carbohydrate of which sugars	43 g 0,7 g
Polyols	28 g
Protein	36 g
Salt	0,29 g

# COCOA & BANANA flavor

The lifestyle bars are a premium range of double layered bars with **36% protein**, with sprinkles, coated with chocolate.

Milk  
chocolate  
coated

cocoa,  
nougat inside



**22g**  
protein

**7g**  
collagen



## INGREDIENTS:

**milk proteins** (26%) (**calcium caseinate** 20%, **whey protein** concentrate 6%), hydrolysed beef collagen (11%) sweetener: maltitol, cocoa couverture (low-fat natural cocoa powder 11%, low-fat alkalized cocoa powder 11%), sweetener: maltitol, refined vegetable oils (coconut, from palm kernel), emulsifier: **sunflower** lecithin, flavour: vanilla, coconut oil, sweetener: sorbitol, humectant: glycerin, dried cranberry (3%), emulsifier: **sunflower** lecithin, flavour: blueberry, cheesecake, vanilla. Contains natural sugars. May contain traces of **peanuts** and other **nuts**.

## NUTRITION FACTS 100g:

Energy	1536 kJ/ 367 kcal
Fat	10 g
of which saturates	8 g
Carbohydrate	43 g
of which sugars	0,7 g
Polyols	28 g
Protein	36 g
Salt	0,29 g

# DOOUBLE CHOCOLATE CHIP

The High Protein Cookies are a premium selection of soft-baked treats with 28% protein, filled with chocolate chips, and baked to perfection.

soft &  
chewy

no  
flour

chocolate  
chip



**15g**  
protein



## INGREDIENTS:

**milk proteins** (28% - **milk protein, whey and calcium caseinate**), sweetener: maltitol, pieces of dark chocolate 14% (Contains a minimum of 54% cocoa mass (cocoa mass, sweetener: maltitol, cocoa butter, emulsifier: sunflower lecithin, glazing agent: gum arabic), high oleic sunflower oil; sweetener: sorbitol, stabilizer: glycerin, low-fat cocoa (12% fat content), water, flavoring, thickener: xanthan gum; leavening agents: ammonium hydrogen carbonate, sodium bicarbonate, baking powder; acidity regulator: citric acid. Contains natural sugars. May contain traces of **soy, peanuts** and other **nuts**).

## NUTRITION FACTS 100g:

Energy	1624 kJ/ 432 kcal
Fat	18,31 g
of which saturates	5,04 g
Carbohydrate	38,38 g
of which sugars	11,38 g
Polyols	27 g
Protein	28,42 g
Salt	0,33 g

# SALTED Caramel & CHOCOLATE CHIP

The High Protein Cookies are a premium selection of soft-baked treats with **28% protein**, filled with chocolate chips, and baked to perfection.



soft &  
chewy

no  
flour

chocolate  
chip

**15g**  
protein



## INGREDIENTS:

**milk proteins** (28% - **milk protein, whey and calcium caseinate**), sweetener: maltitol, pieces of dark chocolate (14%)(Contains a minimum of 54% cocoa mass (cocoa mass, sweetener: maltitol, cocoa butter, emulsifier: sunflower lecithin, glazing agent: gum arabic), high oleic sunflower oil; sweetener: sorbitol, stabilizer: glycerin, water, salt, flavoring: salted caramel (1%); thickener: xanthan gum; leavening agents: ammonium hydrogen carbonate, sodium bicarbonate, baking powder; acidity regulator: citric acid. Contains natural sugars. May contain traces of **soy, peanuts** and other **nuts**).

## NUTRITION FACTS 100g:

Energy	1624 kJ/ 432 kcal
Fat	18,31 g
of which saturates	5,04 g
Carbohydrate	38,38 g
of which sugars	11,38 g
Polyols	27 g
Protein	28,42 g
Salt	0,33 g

# PEANUT BUTTER & CHOCOLATE CHIP

The High Protein Cookies are a premium selection of soft-baked treats with **28% protein**, filled with chocolate chips, and baked to perfection.



soft & chewy

no flour

chocolate chip

**15g**  
protein



## INGREDIENTS:

**milk proteins** (28% - **milk protein, whey and calcium caseinate**), sweetener: maltitol, pieces of dark chocolate (14%)(Contains a minimum of 54% cocoa mass (cocoa mass, sweetener: maltitol, cocoa butter, emulsifier: sunflower lecithin, glazing agent: gum arabic), high oleic sunflower oil; sweetener: sorbitol, stabilizer: glycerin, peanut tahini (9%), water, flavoring, thickener: xanthan gum; leavening agents: ammonium hydrogen carbonate, sodium bicarbonate, baking powder; acidity regulator: citric acid. May contain traces of **soy, peanuts** and other **nuts**).

## NUTRITION FACTS 100g:

Energy	1624 kJ/ 432 kcal
Fat	18,31 g
of which saturates	5,04 g
Carbohydrate	38,38 g
of which sugars	11,38 g
Polyols	27 g
Protein	28,42 g
Salt	0,33 g