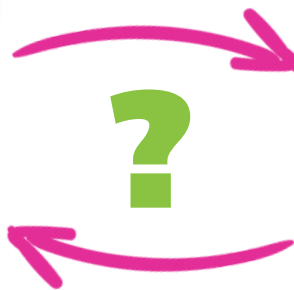


# CLIF BAR VS. SNICKERS



Are They **BOTH** Candy Bars?



NUTRITIONAL FACTS (GRAMS)	CLIF BAR	NUTRITIONAL FACTS (GRAMS)	SNICKERS
Calories	240	Calories	280
Fat	7	Fat	14
Total Carbohydrates	41	Total Carbohydrates	35
Sugars	21	Sugars	30
Protein	10	Protein	4
Fiber	5	Fiber	1
Sodium (milligrams)	200	Sodium (milligrams)	140
Size (grams)	68	Size (grams)	58.7

It looks like **CLIF BAR** is a better choice based on these measurements.

CLIF BAR is defined as an **ENERGY** bar.

SNICKERS is defined as a **CANDY** bar.

CLIF BARS are targeted at **ATHLETES** and **ACTIVE PEOPLE**.

SNICKERS is targeted at **EVERYONE** looking for that **LATE AFTERNOON PICK ME UP**.

The CLIF BAR has **FEWER CALORIES, LESS FAT, LESS SUGAR,** and is **LARGER**.

SNICKERS bar is **SMALLER** and has **LESS FIBER, LESS SODIUM, LESS PROTEIN,** and **LESS TOTAL CARBOHYDRATES**.

CLIF BAR ingredients:

SNICKERS bar ingredients:

Chocolate Chip Peanut Crunch CLIF BAR ingredients: **Organic Brown Rice Syrup**, ClifPro® (Soy Rice Crisps [Soy Protein Isolate, Rice Flour, **Barley Malt Extract**], Organic Soy Flour, Organic Roasted Soybeans), Organic Rolled Oats, Organic Toasted Oats (Organic Oats, **Organic Evaporated Cane Juice**), **Organic Evaporated Cane Juice**, Organic Peanut Butter (Organic Peanuts, Salt), Chocolate Chips (Evaporated Cane Juice, Unsweetened Chocolate, Cocoa Butter, Soy Lecithin, Natural Flavors), Peanut Flour, Peanuts, ClifCrunch® (Organic Oat Fiber, Apple Fiber, Inulin [Chicory Extract], Psyllium, Organic Milled Flaxseed), **Organic Date Paste**, Natural Flavors, Sea Salt.

Milk chocolate (**sugar**, cocoa butter, chocolate, **lactose**, skim milk, milkfat, soy lecithin, artificial flavor), peanuts, **corn syrup**, **sugar**, skim milk, butter, milkfat, partially hydrogenated soybean oil, lactose, salt, egg whites, artificial flavor.

CLIF BAR: **organic rice syrup, barley malt extract, organic evaporated cane juice\***, organic evaporated cane juice, evaporated cane juice, organic date paste = **SIX TIMES**

SNICKERS: **sugar, lactose, corn syrup, sugar, lactose** = **FIVE TIMES**

*\*In case you are wondering, organic evaporated cane juice is SUGAR with trace minerals because it is less processed than regular sugar.*

## CONCLUSION

Interesting how many times sugar is listed on these lists - though, in both cases SUGAR is the FIRST ingredient. You'd expect **SNICKERS** to have a bunch of sugar, and I suppose you should expect it in an energy bar, too. Consider **CLIF BAR** and other energy bars in this category like a **AMPED** oatmeal raisin cookie. Keep in mind that the serving size is too big for it to be considered a healthy snack. A good snack portion is between 100-150 calories (and **CLIF BAR** does make smaller versions). **CLIF BARS** are healthier than a candy bar - but not that different from a cookie with whole grain ingredients.