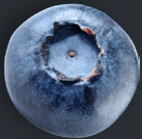


RXBAR[®]

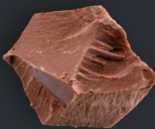
Made with simple ingredients



Our protein snacks are made with simple ingredients from actual food. We strive for minimally processed ingredients, avoid adding anything artificial, and use as few ingredients as possible.



14% of adults 18-24 are trying to consume more protein.¹



RXBAR[®] is the fastest growing in the category, **+18%** vs. YA.²



1. Circana NET Habits, YE March 2024. 2. Nielsen xAOC L52WE 8.29.25 *Bars category <15g Protein. ©2025 Kellanova