



# GRENADIE CARB KILLA



## Brand Observed



## Company overview:

Founded in 2010 by Alan and Julie Baratt with a mission to create an iconic weight-loss product and become The brand within Sports Nutrition.

**Target Product Category : Protein Bars**

**Name of the Product : Grenade Carb Killa ® Protein Bars**

# NUMBER OF FLAVORS

12 + 3 Flavours viz.,

- 1) Classic Caramel Chaos,
- 2) White Chocolate Cookie
- 3) Birthday Cake
- 4) Caramel Chaos
- 5) Chocolate Chip Salted Caramel ) Cookies & Cream
- 6) decadent Dark Chocolate Mint
- 7) Dark Chocolate Raspberry
- 8) Fudge Brownie
- 9) Jaffa Quake
- 10) Peanut Nutter
- 11) White Chocolate Cookie
- 12) White Chocolate salted peanut
- 13) Lemon Cheesecake
- 14) Strawberry Ice cream
- 15) Gingerbread



## 12 IN A BOX



## NUMBER OF LAYERS : TRIP LAYERS

Item per serving weight : 60g

Suitable for: Non-vegetarians

When to take at Mealtimes

Activity: Boxing, MMA, Body Building,  
CrossFit, Fitness, Gym & Training,  
Weightlifting

Country of Manufacturer: United Kingdom

Features: GMO Free

**Sweeteners:** maltitol, potato starch, rice flour, palm fat, sucralose

**Humectant:** Glycerol, Soy protein, Soy Oil, Palm fat; dietary Fibres (polydextrose, chicory fibre)

Birthday cake flavored in milk chocolate with sweeteners and an explosion of rainbow sprinkles.

**Colors:** curcumin, riboflavin, beetroot red, anthocyanins, Brilliant Blue (FCF)

**Major/ primary Ingredients:** White chocolate with sweetener (27%)



**Bulking Agent:** Polydextrose,

**Protein :** 20g, 1.7 sugar per Bar

**Protein source:** Calcium Caseinate, Milk protein isolate, whey protein isolate, hydrolyzed beef gelatin

**Emulsifier:** Soy Lecithin, citric acid ester

**Sweeteners used:** Maltitol; Cocoa Butter, Whole Milk Powder

**Sweeteners:** Xylitol, Sucralose, Skimmed Milk Powder, Low Fat Cocoa, Cream Powder (Milk), Tapioca Starch, Salt,

**Humectant:** Glycerol, Soy protein, Soy Oil, Palm fat

**Flavour:** Cookie Flavour protein bar, in white chocolate with sweeteners

**Colors:** Beta Carotene, Titanium Dioxide

**Major/ primary Ingredients:** White chocolate with sweetener (23%)



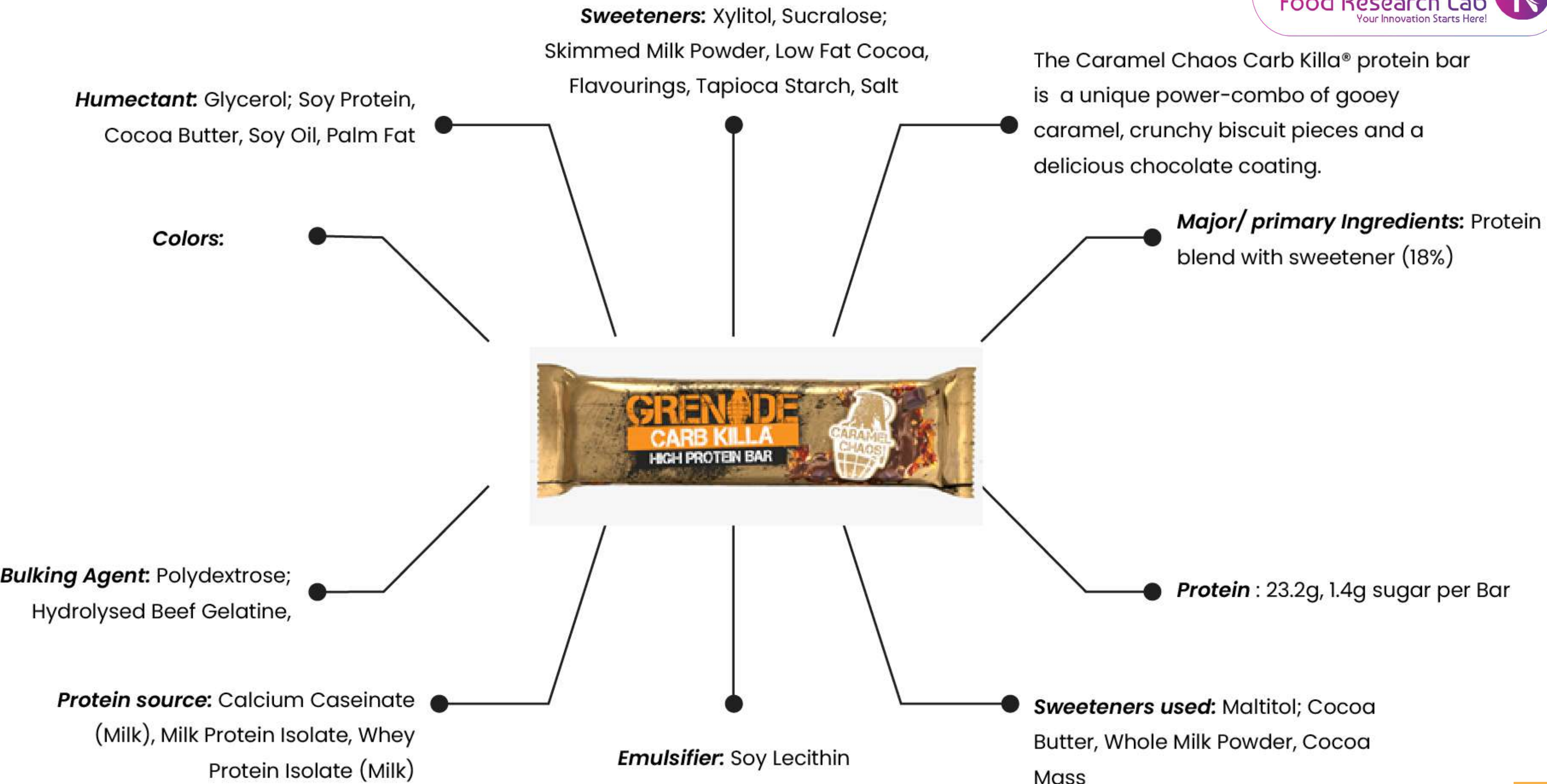
**Bulking Agent:** Polydextrose, hydrolyzed beef gelatin,

**Protein :** 22g, 2 sugar per Bar

**Protein source:** Calcium Caseinate, Milk protein isolate, whey protein isolate

**Emulsifier:** Soy Lecithin, citric acid ester

**Sweeteners used:** Maltitol; Cocoa Butter, Whole Milk Powder



**Sweeteners:** Xylitol, Sucralose.

Chocolate Chip Cookie Dough Carb Killa® bar. Coated in a rich chocolate layer and sat on a bed of gooey caramel and cookie dough flavored nougat.

**Humectant:** Glycerol; Chocolate Chips with Sweetener (6,7%) (Cocoa Mass, Sweetener: Maltitol.

**Major/ primary Ingredients:** Milk Chocolate With Sweetener (20%)

**Colors:**



**Bulking Agent:** Polydextrose; Hydrolysed Beef Gelatine

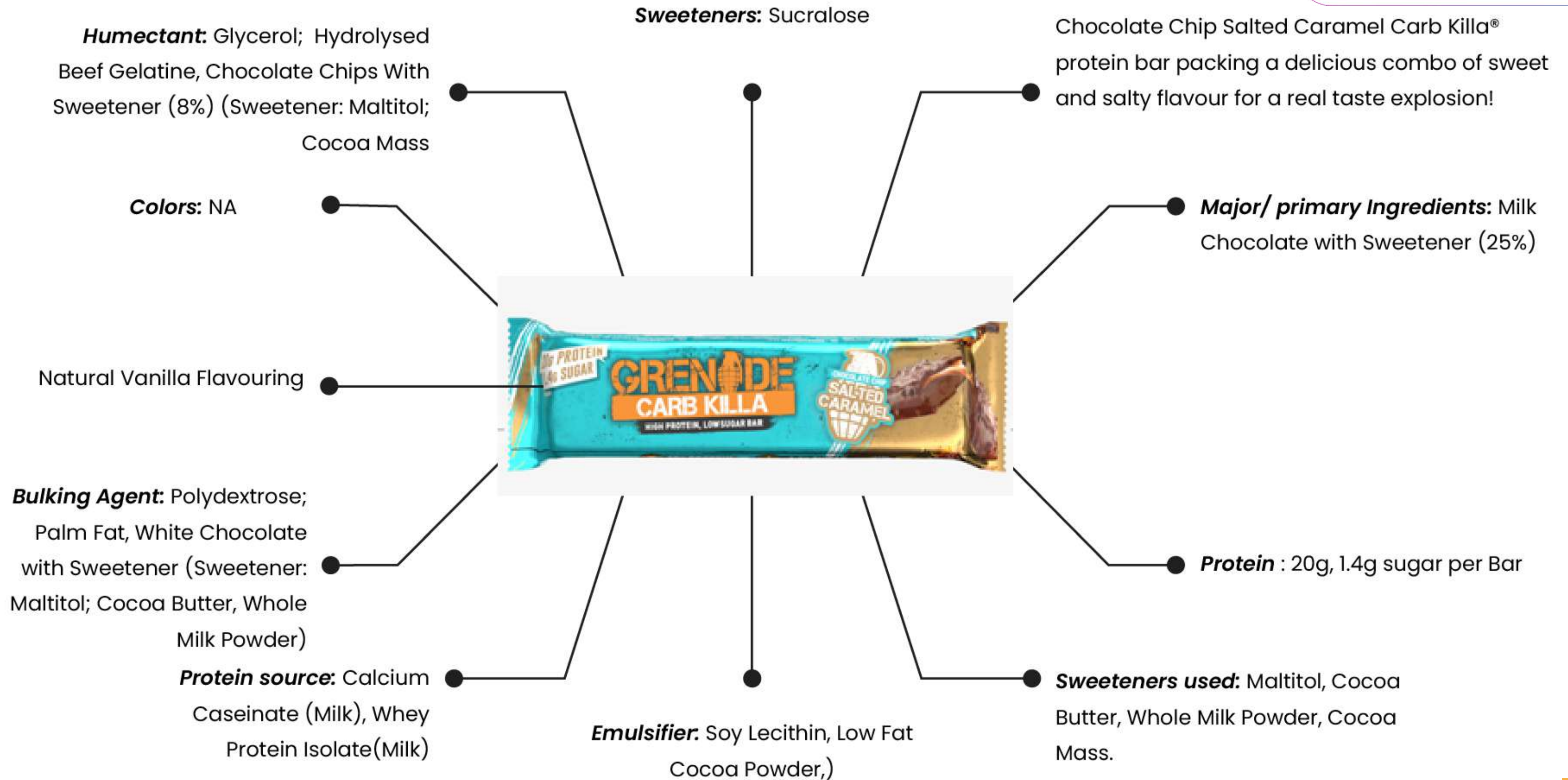
**Protein :** 20.3g, 1.9g sugar per Bar

**Protein source:** Calcium Caseinate (Milk), Milk Protein Isolate, Whey Protein Isolate (Milk)

**Sweeteners used:** Maltitol; Cocoa Butter, Whole Milk Powder, Cocoa Mass.

**Emulsifier:** Soy Lecithin; Low Fat Cocoa, Vanilla)





**Sweeteners:** Xylitol, Sucralose

Cookies and Cream Carb Killa® flavour is smothered in a rich chocolate coating, crammed with crispy pieces on top of a rich gooey caramel and a cream flavoured nougat

**Humectant:** Glycerol; Soy Protein, Cocoa Butter, Soy Oil, Palm Fat

**Colors:** NA

**Major/ primary Ingredients:** Protein Blend with milk chocolate with sweetener.

Skimmed Milk Powder, Low Fat Cocoa, Cream Powder (Milk), Tapioca Starch, Salt, Flavourings



**Bulking Agent:** Polydextrose; Hydrolysed Beef Gelatine

**Protein :** 23.3g, 1.5 sugar per bar

**Protein source:** Calcium Caseinate (Milk), Milk Protein Isolate, Whey Protein Isolate (Milk)

**Emulsifier:** Soy Lecithin

**Sweeteners used:** Maltitol; Cocoa Butter, Whole Milk Powder, Cocoa Mass



**Sweeteners:** Xylitol, Sucralose, Tapioca Starch, Sugar, Flavourings, Salt

Dark chocolate and mint crème combo, with crunchy crispy pieces.

**Major/ primary Ingredients:** Protein blend, chocolate with sweetener (20%)

**Vegetable Oil:** Shea Oil, Palm Oil; Natural Peppermint Flavour

**Protein :** 22g, 0.6g sugar per pack

**Sweeteners used:** Maltitol; Cocoa Butter, Milk Fat

**Emulsifier.** Soy Lecithin; Citric Acid Ester

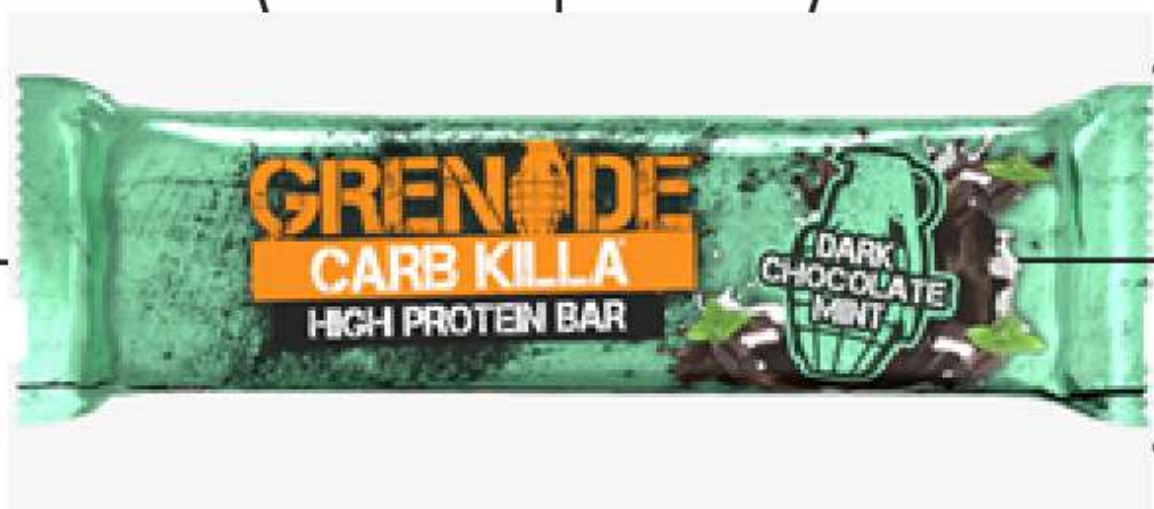
**Protein source:** calcium Caseinate (Milk), Milk Protein Isolate, Whey Protein Isolate (Milk)

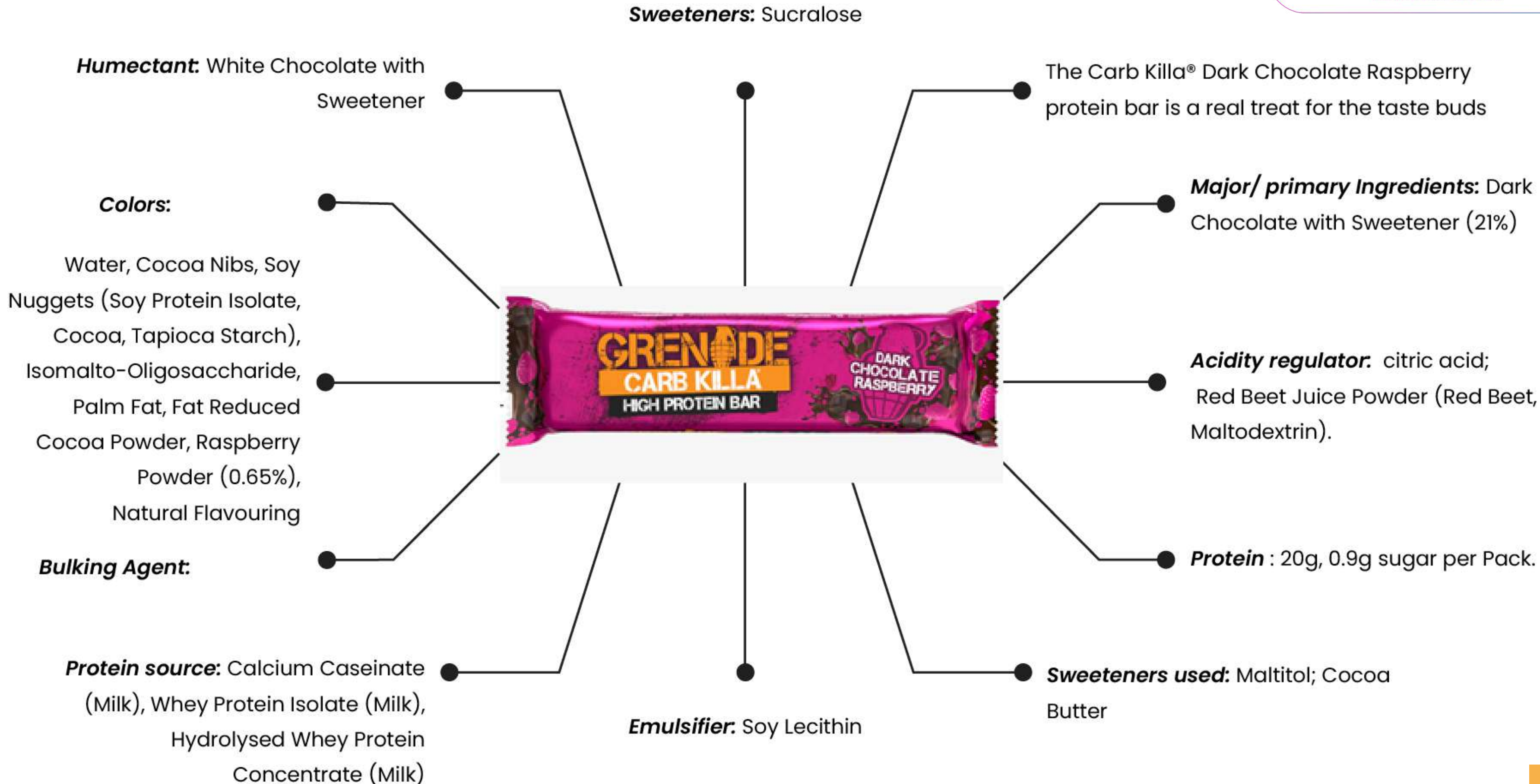
**Bulking Agent:** Polydextrose, Hydrolysed Beef Gelatine

Vanilla

**Colors:** Titanium Dioxide, Copper Chlorophyll

**Humectant:** Glycerol; Soy Protein, Cocoa Butter, Soy Oil, Low Fat Cocoa





**Humectant:** Glycerol, Soy Crisps (Soy Protein, Low Fat Cocoa, Tapioca Starch), Soy Oil, Cocoa Butter, Low Fat Cocoa, Skimmed Milk Powder.

**Sweeteners:** Xylitol, Sucralose;

The Fudge Brownie Carb Killa® protein bar features a smooth milk chocolate coating, a gooey chocolate caramel layer, lathered on fudge brownie flavour nougat, and crunchy biscuit pieces.

**Colors:**

**Major/ primary Ingredients:** Protein Blend, Milk Chocolate with Sweetener (20%)

Hydrolysed Beef Gelatine



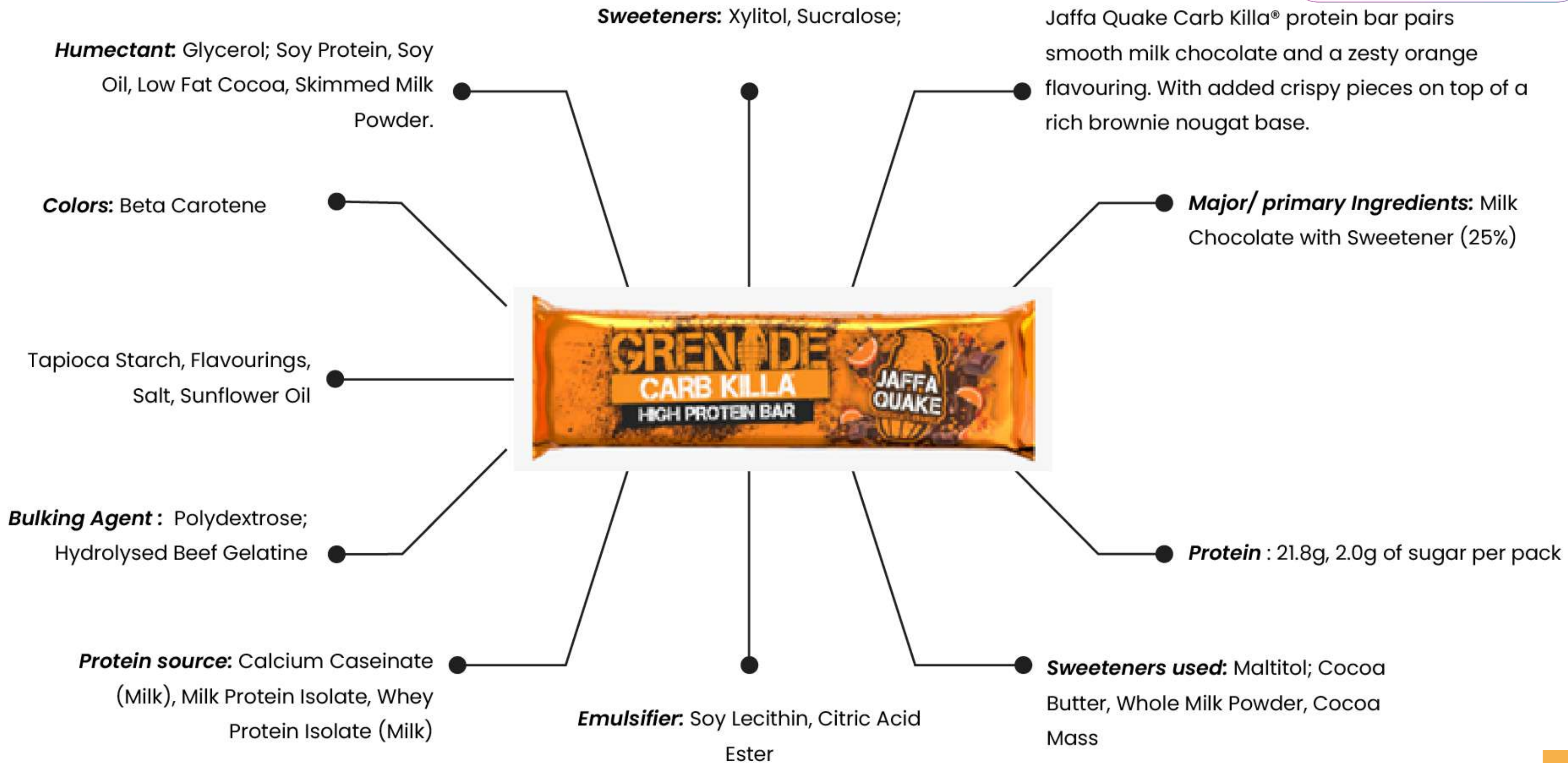
**Protein :** 23g, 1.5g of sugar

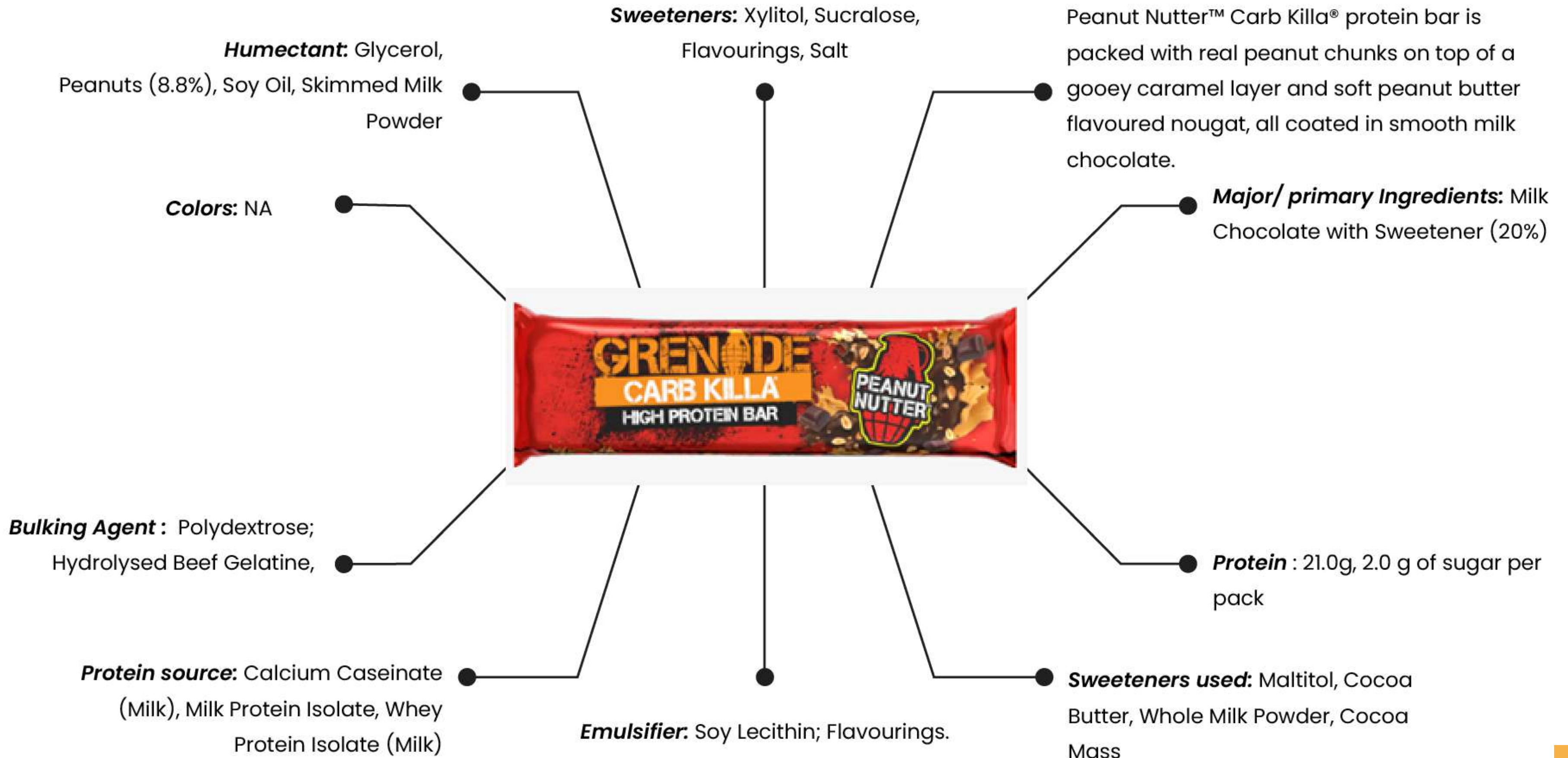
**Bulking Agent:**  
Polydextrose

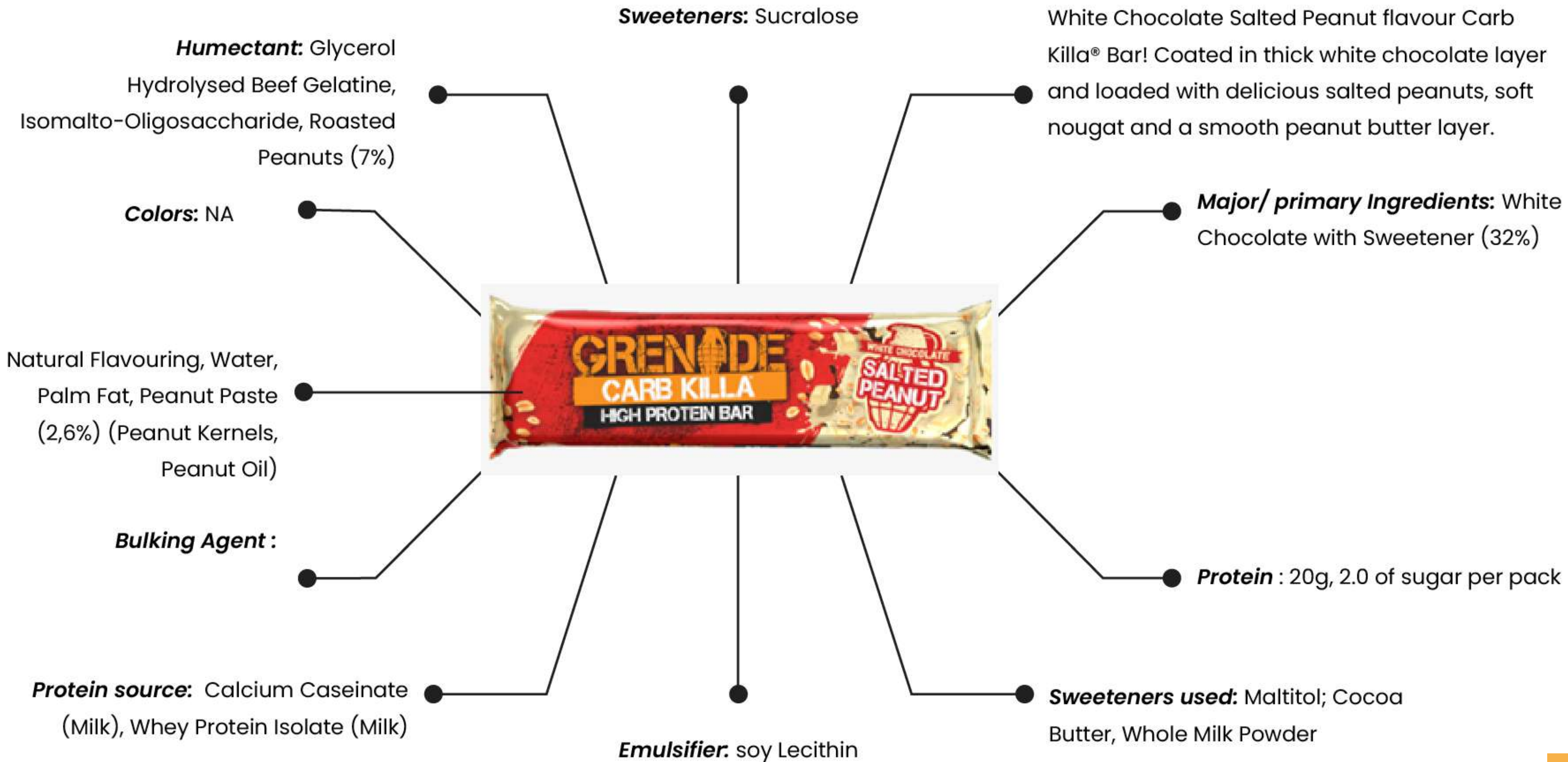
**Sweeteners used:** Maltitol, Cocoa Butter, Whole Milk Powder, Cocoa Mass

**Protein source:** Calcium Caseinate (Milk), Milk Protein Isolate, Whey Protein Isolate (Milk).

**Emulsifier:** Soy Lecithin, Hydrolysed Beef Gelatine











a) Chocolate Coated Protein bar

Available : 12 Bar Selection Box

Ingredients: White Chocolate with Sweetener (27%) (Sweetener: Maltitol; Cocoa Butter, Whole Milk Powder, Emulsifier: Soy Lecithin; Natural Flavouring), Protein Blend (Calcium Caseinate (Milk), Whey Protein Isolate (Milk)), Hydrolysed Beef Gelatine, Humectant: Glycerol; Dietary Fibres (Polydextrose, Chicory Fibre), Water, Palm Fat, Sugar Free Sprinkles (4.5%) (Sweetener: Maltitol, Potato Starch, Rice Flour, Palm Fat, Colours: Curcumin, Riboflavin, Beetroot Red, Anthocyanins, Brilliant Blue FCF), Flavouring, Sweetener: Sucralose.



At [Pepgra's Food & Nutraceuticals Research Laboratory](#), our new food product development scientists [formulate the protein carbs bars](#) from various healthy and nutritious raw materials. Our contract research team assists manufacturers and start up in developing the product that could meet the recommended dietary allowances guidelines, required shelf life and sensory. Our facility enables to conduct pH, acidity, water activity, texture analysis, microbial analysis, antioxidant activity, total flavonoid content, phenolic content, and sensory analysis.



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**THANK YOU**