



MISFIT

Brand Observed



MISFITS

Company overview:

Misfits Health produces vegan products that include protein powder, protein-rich cereals and bars. The company began in 2020 intending to create indulgent products. High protein, reduced sugar, vegetarianism, and carbon footprint are the characteristic features of the products. Initiatives like measurement and offsetting were taken to reduce their environmental impact.

Target Product Category : **Bars**

Name of the Product : **Misfit Protein Bars**

NUMBER OF FLAVOURS

There Are 14 Flavours

- 1) Protein bar Honeycomb
- 2) Cookie Dough Chocolate
- 3) Protein bar Choco S'mores
- 4) Protein Speculoos
- 5) Chocolate Caramel
- 6) White Choc Cookies N' Cream
- 7) White Coco Caramel



NUMBER OF FLAVOURS

There Are 14 Flavours

8) White Choc Birthday Cake

9) Dark Choc Brownie

10) Chocolate PB&J

11) White Choc Salted Peanut

12) Chocolate Hazelnut

13) White Choc Strawberries and Cream

14) Chocolate Banoffee



NUMBER OF LAYERS

18 IN A BOX

Item per serving weight : 35g

Suitable for: Vegetarians

RDA for Indians - 0.8 to 1 g protein per kg body weight per day – ICMR

RDA for UK - RNI is 0.75g of protein per kg bodyweight per day – Nutrition.org.uk

When to take at Mealtimes

Activity: Great option when you require that extra energy.

Country of Manufacturer: United Kingdom

Features: 12g of protein, 1.1g of sugar, 131kcal energy

Chocolate Cookie Dough:

Velvety vegan milk chocolate envelops high-protein cocoa crispies flavoured with smooth caramel and sweet cookie dough.

Allergen:
 Soya and Peanut, nuts, sesame seeds, and sulphites may also be present

Nutritional information per serve:

Energy: 429kcal
Fat: 22.9g
Carbohydrate: 14.3g
Sugar: 2.1g
Protein: 33.4g
Fibre: 21.9g
Salt: 0.5g

Humectant:
 Glycerine

Emulsifier:
 Sunflower Lecithin



Fibre Source:
 Chicory Root Fibre, Beet Fibre,

Sweetener:
 Stevia Extract

Plant Protein blend:
 (Isolated pea protein, Soya Protein Nuggets (Soya Protein Isolate, Cocoa, Tapioca Starch), Soya Protein Isolate), Chocolate Flavour

Chocolate honeycomb:

Crunchy vegan honeycomb pieces form an exciting addition to the soft and chewy base, topped with golden caramel consisting of sweet and syrup flavours wrapped by creamy vegan chocolate.

Allergen:

Soya and Peanut, nuts, sesame seeds, and sulphites may also be present.

Nutritional information per serve:

Energy: 408kcal
Fat: 19.3g
Carbohydrate: 20.3g
Sugar: 6.2g
Protein: 33.5g
Fibre: 3.1g
Salt: 0.15g

Humectant:
 Vegetable Glycerine,
 Peanut Paste

Emulsifier:
 Sunflower and rapeseed
 Lecithin,

Fibre Source:
 Chicory Root Fibre, Beet Fibre,

Sweetener:
 Xylitol, Cocoa Mass

Plant Protein blend:
 (Isolated pea protein, Soya Protein
 Nuggets (Isolates from Soya
 Protein, Tapioca Starch, Sea Salt),
 Soya Protein Isolate)



Chocolate Caramel:

Welcome to caramel heaven! The OG Misfits bar is loaded with ooey-gooey caramel and encased in creamy vegan milk chocolate.

Allergen:
Soya and Peanut. Nuts, sesame seeds and sulphites may be present.

Nutritional information per serve:

Energy: 406kcal
Fat: 20.4g
Carbohydrate: 12g
Sugar: 1.8g
Protein: 35.0 g
Fibre: 20.7g
Salt: 0.7g



Emulsifier:
Sunflower Lecithin

Fibre Source:
Chicory Root Fibre, Beet Fibre,

Plant Protein blend:
Isolated Pea Protein, Soya Protein Nuggets (Soya Protein Isolate, Cocoa, Tapioca Starch), Soya Protein Isolate)

Sweetener:
Stevia Extract

Chocolate S'Mores:

Possibly our most requested flavour of all time. We've gone and made our most indulgent protein bar yet. A biscuity base, with our gooiest chocolate caramel ever and a sprinkle of vegan mini marshmallows (!!). A work of art. We handed out over 2000 samples ahead of the launch and asked customers to rate the bar based on taste, and it was rated 8.7 out of 10.



Nutritional information per serve:

Energy: 427kcal
Fat: 21 g
Carbohydrate: 18.2g
Sugar: 71g
Protein: 31.3g
Fibre: 21.3g
Salt: 0.5g

Emulsifier:
 Sunflower Lecithin

Plant Protein blend:
 (Isolates from pea protein, SOYA Protein Nuggets (SOYA Protein Isolate, Cassava Starch, Sea Salt), SOYA Protein Isolate)

Sweetener:
 Stevia Extract

Fibre Source:
 Chicory Root Fibre, Beet Fibre,

Allergen:
 Soya and Peanut; It may also contain Nuts, Sesame Seeds and Sulphites.

Chocolates Speculoos:

The bar has a delicious caramel and biscuit flavour with a hint of cinnamon. A best seller for a reason, but whatever you do, don't call it b*scoff.



White Choc Caramel:

The dreamy and creamy product is packed with protein, which is best for white chocolate lovers. We've transformed our OG best seller 'caramel' into a heavenly white choc bar.

Nutritional information per serve:

Energy: 189 kcal
Fat: 9.3 g
Carbohydrate: 6.7 g
Sugar: 2.8 g
Protein: 15.0 g
Fibre: 10.0 g
Salt: 0.2 g

Allergen:

The product contains Soya and peanuts and may also contain Sesame seeds, Nuts and Sulphites.

Acidifying Agent:

Citric Acid

Fat Source:

Coconut Oil, Cocoa Butter

Flavor:

Natural Flavouring

Humectant:

Vegetable glycerine

Colors:

Thickener:

Gum Acacia

Fibre Source:

Chicory Root Fibre, Beet Fibre

Sweetener:

Sugar, Stevia Extract
(Steviol Glycosides)

Emulsifier:

Rapeseed
Lecithin, Peanut Paste

Extract:

Green Tea Extract

Others:

Flavoured Cocoa Butter
Coating with Rice (13%):
(Cocoa Butter, Rice Powder
(Rice Syrup, Rice Starch, Rice
Flour)

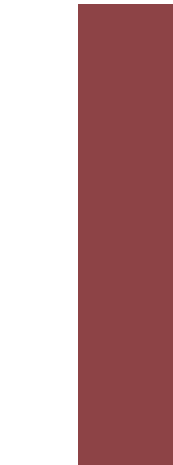
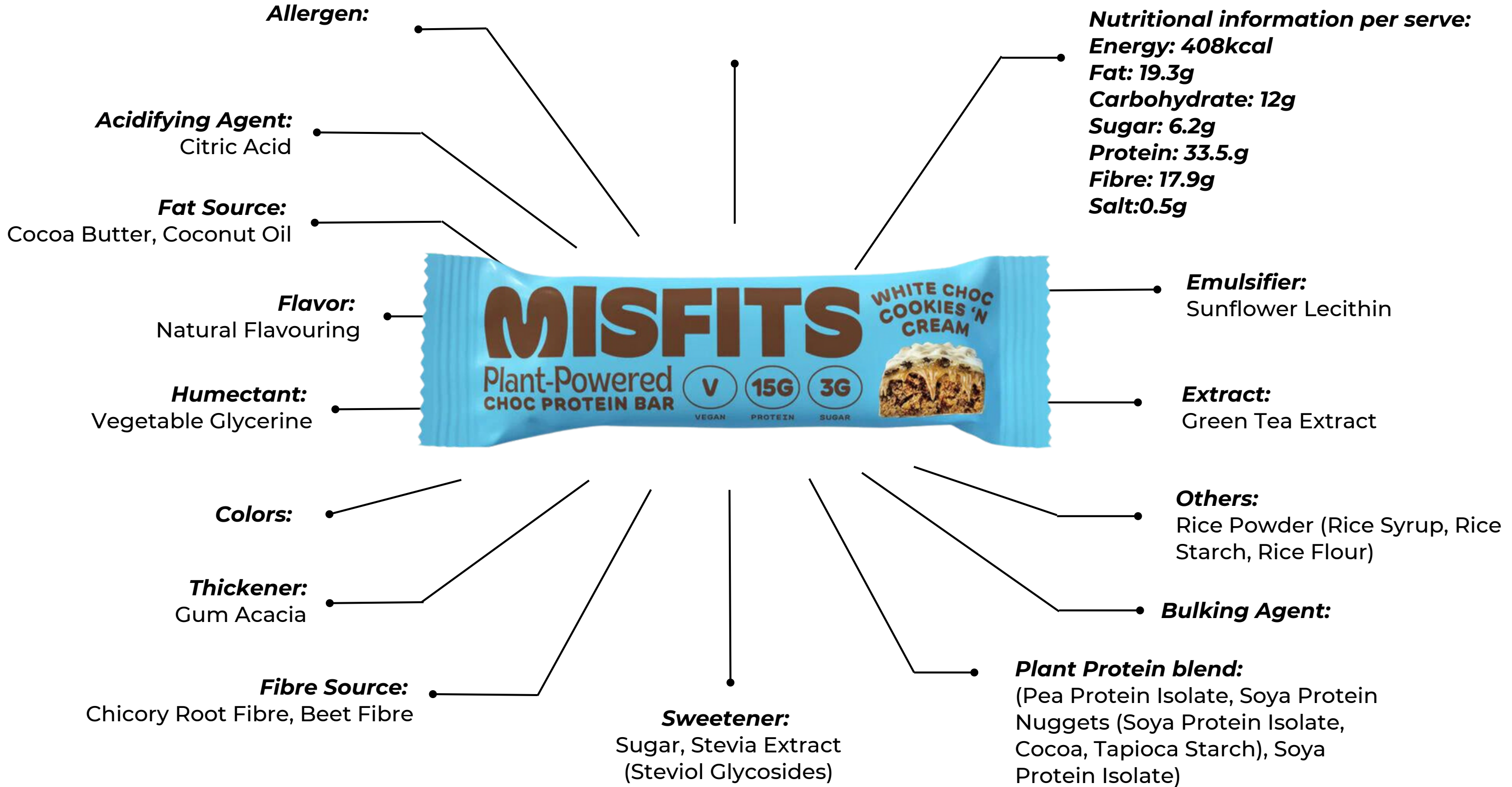
Plant Protein blend:

(Isolates from pea protein, Soya Protein Nuggets (Soya Protein Isolate, Cocoa, Tapioca Starch), Isolates from soya protein)



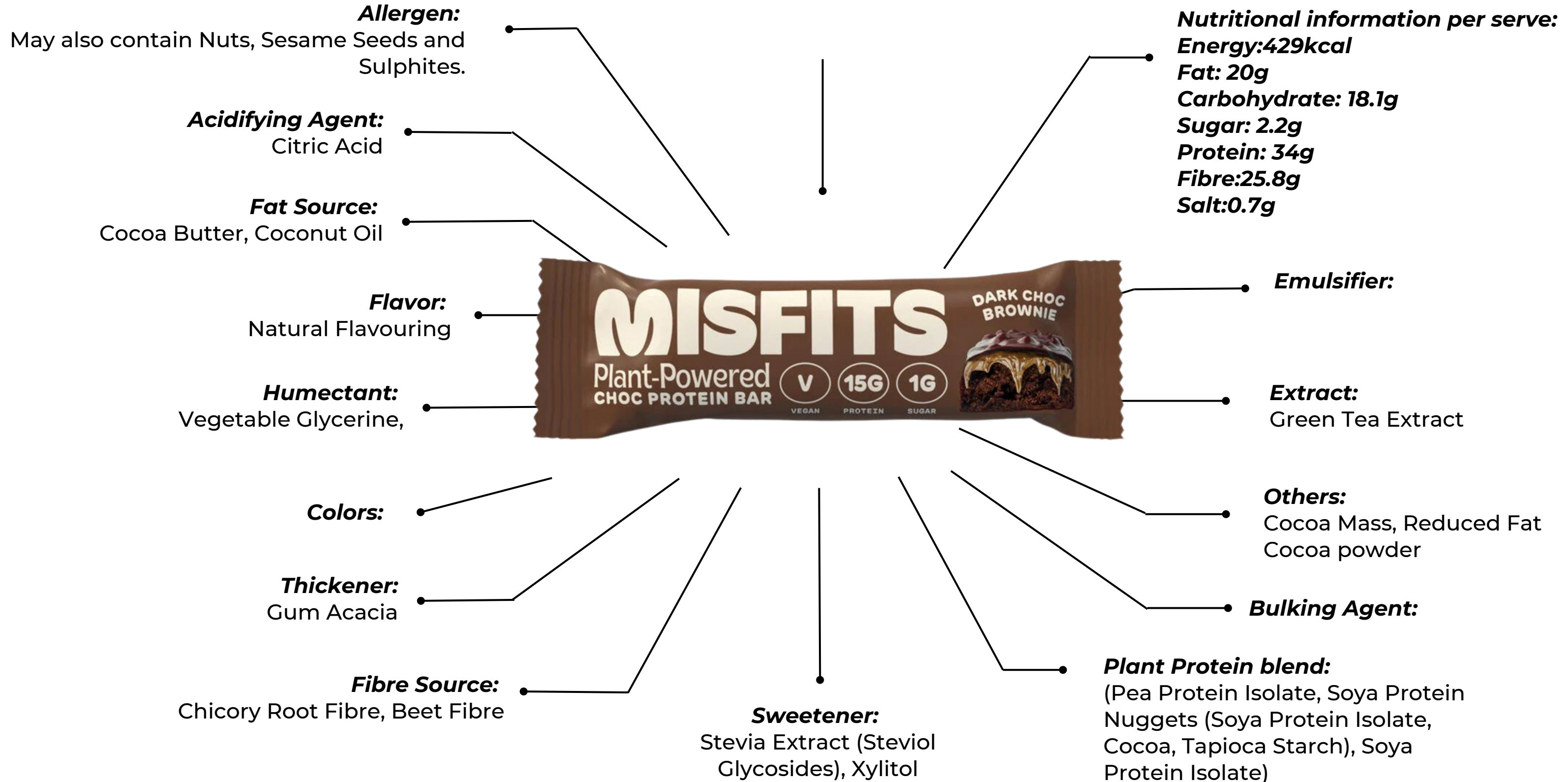
White Choc Cookies 'N Cream:

This classic combo can't go wrong. Expect a caramel layer, cookie crumble pieces and velvety white chocolate.



Dark Choc Brownie:

Made for the ultimate sweet tooth, it's fudgy, rich, super chocolatey and guilt-free. Perfection.



White Choc Birthday Cake:

Get ready to party like your birthday. Topped with a jammy filling, coated in vegan white chocolate and finished with rainbow sprinkles

Nutritional information per serve:

Energy: 411kcal
Fat: 18.7g
Carbohydrate: 16.6g
Sugar: 6.6g
Protein: 33.3g
Fibre: 22.7g
Salt: 0.7g



Allergen:

Soya and Peanut. Nuts, Sesame seeds and Sulphites may also be present in the product.

Acidifying Agent:

Citric Acid,

Fat Source:

Cocoa Butter, Coconut Oil

Flavor:

Natural Flavouring

Humectant:

Vegetable Glycerine,

Colors:

Thickener:

Gum Acacia

Fibre Source:

Chicory Root Fibre, Beet Fibre

Sweetener:

Sugar, Stevia Extract (Steviol Glycosides),

Plant Protein blend:

(Pea Protein Isolate, Soya Protein Nuggets (Soya Protein Isolate, Cocoa, Tapioca Starch), Soya Protein Isolate)

Emulsifier:

Sunflower Lecithin

Extract:

Green Tea Extract

Others:

Reduced Fat Cocoa Powder

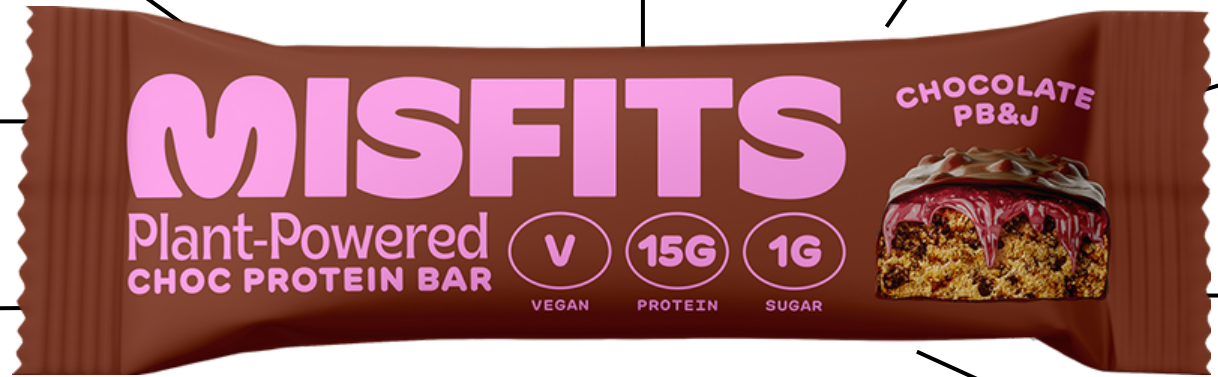
Bulking Agent:

Chocolate PB&J:

Inspired by America's greatest sandwich, we've combined a peanut butter base with a gooey jelly layer and a coat of smooth vegan milk chocolate

Nutritional information per serve:

Energy:409kcal
Fat: 20.7g
Carbohydrate: 12.7g
Sugar: 2.2g
Protein: 34.1g
Fibre:22.6g
Salt:0.5g



Allergen:
 Soya and Peanut, and may also contain Nuts (Almonds, Cashews, Hazelnuts, Pecans, and Walnuts)

Acidifying Agent:
 Citric Acid

Fat Source:
 Cocoa Butter, Coconut Oil

Flavor:
 Natural Flavouring

Humectant:
 Vegetable Glycerine,

Colors:

Thickener:
 Gum Acacia

Fibre Source:
 Chicory Root Fibre, Beet Fibre

Sweetener:
 Stevia Extract (Steviol Glycosides), Xylitol

Plant Protein blend:
 (Pea Protein Isolate, Soya Protein Nuggets (Soya Protein Isolate, Cocoa, Tapioca Starch), Soya Protein Isolate)

Emulsifier:
 Sunflower Lecithin

Extract:
 Green Tea Extract

Others:
 Cocoa Mass, Reduced Fat Cocoa powder

Bulking Agent:

White Choc Salted Peanut:

One for white chocolate lovers. Think lightly salted peanut pieces combined with a layer of caramel wrapped in creamy vegan white chocolate.



Allergen:
 The product contains Soya and peanuts. Sesame seeds, nuts and sulphites may also be present.

Acidifying Agent:
 Citric Acid

Fat Source:
 Cocoa Butter, Coconut Oil

Flavor:
 Natural Flavouring

Humectant:
 Vegetable Glycerine,

Colors:

Thickener:
 Gum Acacia

Fibre Source:
 Chicory Root Fibre, Beet Fibre

Sweetener:
 Sugar, Stevia Extract
 (Steviol Glycosides)

Nutritional information per serve:

Energy: 411kcal
 Fat: 18.7g
 Carbohydrate: 16g
 Sugar: 6.3g
 Protein: 33.6g
 Fibre: 22g
 Salt: 0.3g

Emulsifier:
 Sunflower Lecithin

Extract:
 Green Tea Extract

Others:
 Rice Powder (Rice Syrup, Rice Starch, Rice Flour), Peanut Nibs, Reduced Fat Cocoa Powder, Himalayan Salt

Bulking Agent:

Plant Protein blend:
 (Pea Protein Isolate, Soya Protein Nuggets (Soya Protein Isolate, Cocoa, Tapioca Starch), Soya Protein Isolate)

Chocolate Hazelnut:

We're nuts about this flavour! It's ultra-chocolatey with a perfect kiss of hazelnut flavour and our signature gooey caramel layer. The product is a chef's kiss.

Nutritional information per serve:

Energy:423kcal
 Fat: 22g
 Carbohydrate: 14g
 Sugar: 2.2g
 Protein: 34g
 Fibre:21.1g
 Salt: 0.7g



Allergen:
 Soya and Almond; may also contain Nuts, Peanuts, Sesame Seeds and Sulphites.

Acidifying Agent:
 Citric Acid

Fat Source:
 Cocoa Butter, Coconut Oil

Flavor:
 Natural Flavouring

Humectant:
 Vegetable Glycerine,

Colors:

Thickener:
 Gum Acacia

Fibre Source:
 Chicory Root Fibre, Beet Fibre

Sweetener:
 Stevia Extract (Steviol Glycosides), Xylitol

Plant Protein blend:
 (Pea Protein Isolate, Soya Protein Nuggets (Soya Protein Isolate, Cocoa, Tapioca Starch), Soya Protein Isolate)

Emulsifier:
 Sunflower Lecithin,

Extract:
 Green Tea Extract

Others:
 Soya Flour, Almond Paste

Bulking Agent:

Chocolate Banoffee:

You'll go wild over our twist on a banoffee pie. With Sweet banana and toffee flavours, a generous layer of caramel and vegan milk chocolate coating makes the bar complete.

Nutritional information per serve:

Energy: 424kcal
 Fat: 21.5g
 Carbohydrate: 15.1g
 Saturates -9g
 Sugar: 2.2g
 Protein: 33.5g
 Fibre: 22.5g
 Salt:0.5g



Allergen:
 Soya and Peanut; May also contain Nuts (Almonds, Cashews, Hazelnuts, Pecans and Walnuts).

Acidifying Agent:
 Citric Acid

Fat Source:
 Cocoa Butter, Coconut Oil

Flavor:
 Natural Flavouring

Humectant:
 Vegetable Glycerine,

Colors:

Thickener:
 Gum Acacia

Fibre Source:
 Chicory Root Fibre, Beet Fibre

Sweetener:
 Stevia Extract (Steviol Glycosides), Xylitol

Emulsifier:
 Sunflower Lecithin,

Extract:
 Green Tea Extract

Others:
 Peanut Paste, Reduced Fat Cocoa Powder, Himalayan Salt, Natural Flavours, Water

Bulking Agent:

Plant Protein blend:
 (Pea Protein Isolate, Soya Protein Nuggets (Soya Protein Isolate, Cocoa, Tapioca Starch), Soya Protein Isolate)

White Choc Strawberries N Cream:

Serving up a summer classic, expect a sweet and creamy base and gooey fruity layer wrapped in our signature smooth vegan white choc. Don't sleep on this one - like summer; it won't last forever.

Nutritional information per serve:

Energy: 413kcal
Fat: 19.2g
Carbohydrate: 15.7g
Sugar: 6.4g
Protein: 33.4g
Fibre: 23.9g
Salt: 0.5g



Allergen:
Soya and Peanut may also contain Nuts (Almonds, Cashews, Hazelnuts, Pecans and Walnuts).

Acidifying Agent:
Citric Acid

Fat Source:
Cocoa Butter, Coconut Oil

Flavor:
Natural Flavouring

Humectant:
Vegetable Glycerine,

Colors:

Thickener:
Gum Acacia

Fibre Source:
Chicory Root Fibre, Beet Fibre

Sweetener:
Stevia Extract (Steviol Glycosides)

Plant Protein blend:
Pea Protein Isolate, Soya Protein Nuggets (Soya Protein Isolate, Cocoa, Tapioca Starch), Soya Protein Isolate)

Emulsifier:
Sunflower Lecithin,

Extract:
Green Tea Extract, Beetroot powder

Others:
Flavoured Cocoa Butter Coating with Rice (13%), Rice powder (Rice syrup, Rice Starch, Rice Flour), Peanut Paste, Water, Himalayan salt

Bulking Agent:



At Food Research Lab, our new food product development scientists formulate [protein-rich bars](#) from various healthy and nutritious raw materials. Our contract research team assists manufacturers and start-ups in [developing food products](#) that can meet the recommended dietary allowances guidelines, required shelf life and sensory. Our facility enables us 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