



**TREK**

**PROTEIN**

**POWER BAR**



## Brand Observed



Target Product Category : **Bars**

Name of the Product : **Protein Power Bar**

## Company overview:

At TREK, we aim to develop snacks that are better for you and more sustainable. All TREK products are 100% plant-based, for we know that the best ingredients are grown, not made. Our products do not contain artificial ingredients or sweeteners since we believe nature is sweet enough!

We get the perfect balance of plant-based protein, carbohydrates and fats from nature. We seek to deliver balanced, sustained, natural and sustainable energy in our bars. We avoid anything artificial or lab-manufactured and keep ingredients closest to their original form to retain their nutritional value in every bar. We ensure the bars are tasty, benefit the body, and are suitable for any active lifestyle!





# NUMBER OF FLAVOURS

## Protein Power Bar

- 1. Choc Orange
- 2. Millionaire Shortbread
- 3. Peanut Butter Crunch



# NUMBER OF LAYERS

**Item per serving weight :** 55g

**Suitable for:** Vegans

**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:** 100% Plant-based, Natural protein, No artificial ingredients

**Millionaire Shortbread:**

Perfect plant-based ingredients were selected for our new Millionaire Inspired POWER bar, a good energy source sans artificial nasties. A natural alternative to chocolate with a smooth vegan layer of caramel was added to the crunchy bar.

**Claims: :**  
Wheat and gluten-free  
100% plant-based ingredients  
15g protein  
Naturally vegan  
Transfats free  
GM free

**Allergen:**  
May contain traces of other nuts, sesame and milk; for allergens, see the highlighted ingredients list

**Protein Source:**  
Soya protein isolate (26%)

**Starch:**  
Rice Starch

**Flavor:**  
Natural Flavouring

**Others:**  
Concentrated grape juice

**Fibre Source:**  
Chicory Fibre

**Nutritional information per serve:**  
**Energy: 225kcal**  
**Fat: 9.9g**  
**Carbohydrate: 15g**  
**Sugar: 11g**  
**Protein: 15.4g**  
**Fibre: 7g**  
**Salt: 0.49g**

**Emulsifier: -**

**Primary Ingredient::**  
Soya protein isolate (26%),  
Chocolate substitute (dates,  
cacao butter, cacao mass,  
tiger nuts, rice flour,  
emulsifier: sunflower  
lecithin, natural flavouring)  
(18%)

**Fat Source:**  
Peanut butter

**Sweetener:**  
Caramel (confectioner's glucose,  
sucrose, water, coconut oil, stabiliser:  
glycerine, coconut milk powder,  
apple fibres, salt, emulsifier:  
sunflower lecithin) (13%), Dates, Date  
syrup





### Peanut Butter Crunch

The Peanut Butter Crunch can be enjoyed any time of the day without guilt, be it an elevenses craving or a lag at 4 pm. This is because the bars are packed with only the good stuff, and being rich in protein, they are suitable for those who want to keep going throughout the day.

**Claims: :**

- Wheat and gluten-free
- 100% plant-based ingredients
- 15g protein
- Naturally vegan
- Transfats free
- GM free

**Allergen:**

It may contain traces of other nuts, sesame and milk. For allergens, see the highlighted ingredients list.

**Protein Source:**

Soya protein isolate (25%)

**Starch:**

Rice Starch

**Flavor:**

Natural Flavouring

**Others:**

Peanuts, Peanut flour, Concentrated grape juice, Sea salt

**Fibre Source:**

Chicory Fibre

**Sweetener:**

Caramel (confectioner's glucose, sucrose, water, coconut oil, stabiliser: glycerine, coconut milk powder, apple fibres, salt, emulsifier: sunflower lecithin) (13%)

**Nutritional information per serve:**

- Energy: 229Kcal
- Fat: 10.4g
- Carbohydrate: 14.9g
- Sugar: 10.5g
- Protein: 15.5g
- Fibre: 6.6g
- Salt: 0.49g

**Emulsifier: -**

**Primary Ingredient::**

Soya protein isolate (25%), Chocolate substitute (dates, cacao butter, cacao mass, tiger nuts, rice flour, emulsifier: sunflower lecithin, natural flavouring) (18%)

**Fat Source:**

Peanut butter (12%)



**Claims: :**

The brand new flavour carries a hint of zesty orange to our delicious choccy base! If you haven't tried this new flavour yet, you will not be disappointed.

- 100% plant-based ingredients
- 15g protein
- Source of fibre
- Naturally vegan
- Gluten and wheat free
- Transfats free
- GM free

**Allergen:**

May contain traces of other nuts, sesame and milk. For allergens, see the ingredients that are highlighted.

**Protein Source:**

Soya protein isolate (26%)

**Starch:**

Rice Starch

**Flavor:**

Cocoa powder, Natural flavouring, Orange oil (0.15%)

**Others:**

Concentrated grape juice

**Fibre Source:**

Chicory Fibre

**Choc Orange:**

The Choc Orange power bars contain more protein than other products from our range with 15g plant-based protein. Additionally, they are rich in fibre and contain zero artificial ingredients, flavours, preservatives or sweeteners. These bars are wrapped in a layer of chocolate alternative.

**Nutritional information per serve:**

- Energy: 219kcal**
- Fat: 16.6g**
- Carbohydrate: 15g**
- Sugar: 12.4g**
- Protein: 15.8g**
- Fibre: 6.9g**
- Salt: 0.45g**

**Emulsifier: -**

**Primary Ingredient::**

Isolates from soya protein (23%), Chocolate alternative (dates, cocoa butter, cocoa mass, tiger nuts, rice flour, emulsifier: sunflower lecithin, natural flavouring) (14%)

**Fat Source:**

Peanut butter

**Sweetener:**

Vegan caramel (glucose syrup, cane sugar, water, coconut oil, stabiliser: glycerol, coconut milk powder, apple fibres, salt, emulsifier: sunflower lecithin) (13%)



The Food Research Lab offers product development service for food, beverages, nutraceuticals and cosmeceuticals. We are open to innovative ideas and formulate [protein-rich bars](#) from healthier ingredients. In addition, we [develop food products](#) that meets the Recommended Daily Allowance (RDA). We follow stringent product testing for sensory profile, microbial activity, flavonoid content and antioxidants which significantly enhance the overall product quality, ensuring the product is successful in the market.

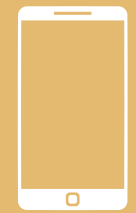




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**THANK YOU**