

CLIF BUILDERS Brand launches three new high-protein bar innovations

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CLIF BUILDERS announced the launch of three new products to expand its high-protein bars portfolio that helps power your next move. The innovations include BUILDERS' OREO-flavoured and BUILDERS Reduced Sugar Crispy Protein bars in two exciting flavours. With these latest launches, BUILDERS Brand expands its options of purposeful, great-tasting and high-protein bars designed for empowering consumers to help keep building towards the next great thing.

"With our BUILDERS protein bars, we're focused on delivering purposefully crafted high-protein fuel options and developing indulgent products without artificial sweeteners," said Saurabh Kaushik, Director of Brand Marketing at Mondeľz. "Along with our new OREO-flavoured BUILDERS protein bar, we're introducing Reduced Sugar Crispy Protein Bars, offering 5g of sugar per bar, for those looking for delicious protein fuel with less sugar to help power their active day."

Inspired by the world's favourite cookie, new BUILDERS' OREO-flavoured protein bar offers the iconic flavour in a convenient, on-the-go format. Packed with 20g of plant protein per bar, no artificial sweeteners and gluten-free ingredients, BUILDERS OREO-flavoured protein bar delivers a delicious taste specifically formulated for those who are looking for no compromises in their recovery fuel.

A brand-new innovation from the CLIF BUILDERS Brand, Reduced Sugar Crispy protein bars, offer 16g of protein and 5g of sugar per bar, with no artificial sweeteners, in a delightful crispy texture. Available in 2 indulgent flavours, Almond Salted Caramel and Peanut Butter Chocolate flavoured, BUILDERS Reduced Sugar Crispy bars are made with real nuts, no artificial sweeteners, and gluten-free ingredients for an easy, on-the-go, high-protein snack.