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Selected Products Introduced in 2011

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Milk Proteins Improve the Palatability of Energy/nutrition Bars

Gelatin as a Protein Source and Texturizing Agent in Energy/nutrition Bars

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New Functional Ingredients Jazz Up the Market

CoQ10

L-Carnitine

Omega-3

Resveratrol

Vitamin K2

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Energy/nutrition Bar Category Offers Something for Everyone, from Women

Bodybuilders to Vampire-Wannabe Teens

Support Your Local Energy/nutrition Bar

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Balance Bar's Balance-tine's Day Chocolate Gift Assortment

Selected Products Introduced in 2011

Baked Chocolate Raspberry Nutrition Bar Introduced by Archer Daniels Midland

Iron Girl Energy Bar Targets Women Athletes

Brynwood Partners Launches Balance nimble and Café Bars

Abbott Nutrition Introduces Sweet & Salty Nutrition Bars
 Joulebody Introduces a Detox Meal Replacement Bar
 ResVez Debuts a Second Resveratrol-Containing Nutrition Bar
 Mostly Raw Ingredient Probar HALO Bars Enter the Market
 ThinkProducts Introduces thinkThin Natural, Low-Sugar Nut Bar
 Quaker Oats Launches Bakery-Inspired, Reduced-calorie Nutrition Bars
 F-Factor Bars from Health Valley Offer 12 Grams of Fiber
 Vega Sport Protein Bars With All Natural, Plant-Based Ingredients Target Athletes
 Live Smart Original Flax Bars Offer Allergen-Free Snacking
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 FullBar Addresses the Weight Management Trend in Snacking
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