

IÖBAR®

CHOCOLATE SEA SALT

PEANUT BUTTER CHIP

ALMOND BUTTER CHIP

MATCHA CHAI

BANANA NUT

WILD BLUEBERRY

IÖBAR

LEMON BLUEBERRY

6 Brain Nutrients

12g Plant-Based Protein

2g Sugar and 3g Net Carbs

NET WT. 1.6 OZ (45g) • NON-GMO • GLUTEN-FREE • ADAPTOGEN-POWERED ⚡

THE 1ST BRAIN + BODY PROTEIN BAR

6

BRAIN
NUTRIENTS

12g

PLANT
PROTEIN

1-2g

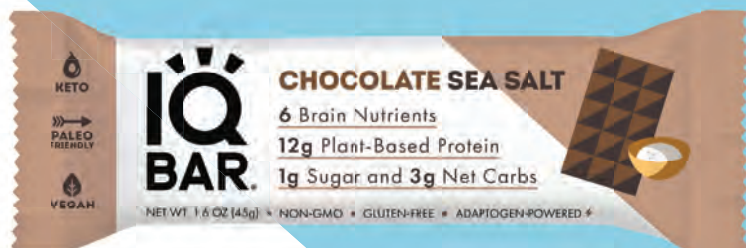
TOTAL
SUGAR

3g

TOTAL
NET CARBS

- ✓ KETO
- ✓ PALEO FRIENDLY
- ✓ VEGAN
- ✓ GLUTEN/GMO FREE

Sales Contact: Chris Beels, chris@eatiqbar.com, (774) 238-6712



Nutrition Facts Serv. Size: **1 (45g)**, Amount Per Serving: **Calories 180**, Total Fat 14g (18% DV), Sat. Fat 3g (15% DV), **Trans Fat 0g**, **Cholest.** 0mg (0% DV), **Sodium** 140mg (6% DV), **Total Carb.** 11g (4% DV), Fiber 8g (29% DV), Total Sugars 1g (Incl. 0g Added Sugars, 0% DV), **Protein** 12g, Vit. D (0% DV), Calcium (6% DV), Iron (15% DV), Potas. (4% DV), Vit. E (80% DV).

Ingredients: Almonds, Tapioca Fiber, Plant-Based Protein Crisps (Pea Protein, Tapioca Starch), Natural Flavors, Pea Protein, Flaxseeds, Cocoa, Unsweetened Chocolate, Gum Acacia, Coconut Oil, Cocoa Butter, Water, Sunflower Lecithin, Vanilla Extract, Sea Salt, Non-GMO Steviol Glycosides, Lion's Mane, Vitamin E
Allergens: Almonds, Coconut



Nutrition Facts Serv. Size: **1 (45g)**, Amount Per Serving: **Calories 180**, Total Fat 12g (15% DV), Sat. Fat 3g (15% DV), **Trans Fat 0g**, **Cholest.** 0mg (0% DV), **Sodium** 140mg (6% DV), **Total Carb.** 13g (5% DV), Fiber 10g (36% DV), Total Sugars 1g (Incl. 0g Added Sugars, 0% DV), **Protein** 12g, Vit. D (0% DV), Calcium (4% DV), Iron (10% DV), Potas. (4% DV), Vit. E (70% DV).

Ingredients: Nuts (Peanuts, Almonds), Tapioca Fiber, Plant-Based Protein Crisps (Pea Protein, Tapioca Starch), Natural Flavors, Pea Protein, Flaxseeds, Peanut Flour, Unsweetened Chocolate, Gum Acacia, Coconut Oil, Cocoa Butter, Sunflower Lecithin, Sea Salt, Water, Non-GMO Steviol Glycosides, Lion's Mane, Vitamin E
Allergens: Peanuts, Almonds, Coconut



Nutrition Facts Serv. Size: **1 (45g)**, Amount Per Serving: **Calories 180**, Total Fat 15g (19% DV), Sat. Fat 2.5g (13% DV), **Trans Fat 0g**, **Cholest.** 0mg (0% DV), **Sodium** 135mg (6% DV), **Total Carb.** 11g (4% DV), Fiber 8g (29% DV), Total Sugars 1g (Incl. 0g Added Sugars, 0% DV), **Protein** 12g, Vit. D (0% DV), Calcium (6% DV), Iron (10% DV), Potas. (4% DV), Vit. E (80% DV).

Ingredients: Almonds, Tapioca Fiber, Plant-Based Protein Crisps (Pea Protein, Tapioca Starch), Natural Flavors, Pea Protein, Flaxseeds, Unsweetened Chocolate, Gum Acacia, Coconut Oil, Cocoa Butter, Sunflower Lecithin, Water, Cinnamon, Vanilla Extract, Sea Salt, Non-GMO Steviol Glycosides, Lion's Mane, Vitamin E
Allergens: Almonds, Coconut



Nutrition Facts Serv. Size: **1 (45g)**, Amount Per Serving: **Calories 180**, Total Fat 15g (19% DV), Sat. Fat 2g (10% DV), **Trans Fat 0g**, **Cholest.** 0mg (0% DV), **Sodium** 120mg (5% DV), **Total Carb.** 10g (4% DV), Fiber 7g (25% DV), Total Sugars 1g (Incl. 0g Added Sugars, 0% DV), **Protein** 12g, Vit. D (0% DV), Calcium (8% DV), Iron (10% DV), Potas. (4% DV), Vit. E (90% DV).

Ingredients: Almonds, Tapioca Fiber, Plant-Based Protein Crisps (Pea Protein, Tapioca Starch), Flaxseeds, Natural Flavors, Pea Protein, Coconut Oil, Water, Sunflower Lecithin, Vanilla Extract, Matcha, Sea Salt, Cinnamon, Ginger, Cardamom, Clove, Curcumin, Non-GMO Steviol Glycosides, Lion's Mane, Vitamin E
Allergens: Almonds, Coconut



Nutrition Facts Serv. Size: **1 (45g)**, Amount Per Serving: **Calories 180**, Total Fat 14g (18% DV), Sat. Fat 2g (10% DV), **Trans Fat 0g**, **Cholest.** 0mg (0% DV), **Sodium** 95mg (4% DV), **Total Carb.** 11g (4% DV), Fiber 8g (29% DV), Total Sugars 2g (Incl. 0g Added Sugars, 0% DV), **Protein** 12g, Vit. D (0% DV), Calcium (6% DV), Iron (8% DV), Potas. (4% DV), Vit. E (90% DV).

Ingredients: Almonds, Tapioca Fiber, Flaxseeds, Plant-Based Protein Crisps (Pea Protein, Tapioca Starch), Natural Flavors, Pea Protein, Banana, Coconut Oil, Water, Sunflower Lecithin, Vanilla Extract, Sea Salt, Cinnamon, Nutmeg, Non-GMO Steviol Glycosides, Lion's Mane, Vitamin E
Allergens: Almonds, Coconut



Nutrition Facts Serv. Size: **1 (45g)**, Amount Per Serving: **Calories 180**, Total Fat 15g (19% DV), Sat. Fat 2g (10% DV), **Trans Fat 0g**, **Cholest.** 0mg (0% DV), **Sodium** 95mg (4% DV), **Total Carb.** 11g (4% DV), Fiber 8g (29% DV), Total Sugars 2g (Incl. 0g Added Sugars, 0% DV), **Protein** 12g, Vit. D (0% DV), Calcium (8% DV), Iron (8% DV), Potas. (4% DV), Vit. E (90% DV).

Ingredients: Almonds, Tapioca Fiber, Flaxseeds, Plant-Based Protein Crisps (Pea Protein, Tapioca Starch), Natural Flavors, Pea Protein, Coconut Oil, Blueberries, Water, Wild Blueberries, Sunflower Lecithin, Vegetable Juice, Sea Salt, Vanilla Extract, Citric Acid, Non-GMO Steviol Glycosides, Lion's Mane, Vitamin E
Allergens: Almonds, Coconut



Nutrition Facts Serv. Size: **1 (45g)**, Amount Per Serving: **Calories 180**, Total Fat 15g (19% DV), Sat. Fat 2g (10% DV), **Trans Fat 0g**, **Cholest.** 0mg (0% DV), **Sodium** 95mg (4% DV), **Total Carb.** 11g (4% DV), Fiber 8g (29% DV), Total Sugars 2g (Incl. 0g Added Sugars, 0% DV), **Protein** 12g, Vit. D (0% DV), Calcium (6% DV), Iron (8% DV), Potas. (4% DV), Vit. E (90% DV).

Ingredients: Almonds, Tapioca Fiber, Flaxseeds, Plant-Based Protein Crisps (Pea Protein, Tapioca Starch), Natural Flavors, Pea Protein, Blueberries, Coconut Oil, Water, Sunflower Lecithin, Sea Salt, Lemon Juice, Lemon, Non-GMO Steviol Glycosides, Lion's Mane, Vitamin E
Allergens: Almonds, Coconut

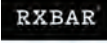


Sales Contact: Chris Beels, chris@eatiqbar.com, (774) 238-6712

UNIQUE MARKET POSITIONING



IQBAR VS. THE COMPETITION

						
Brain Nutrients	✓					
12g or More Protein	✓	✓	✓	✓		✓
2g or Less Sugar	✓		✓	✓		✓
3g or Less Net Carbs	✓			✓		
180 Calories or Less	✓					
7g or More Fiber	✓	✓	✓	✓		
Adaptogens (Lion's Mane)	✓					
Vegan/Plant-Based	✓			✓	✓	
Paleo Friendly	✓	✓				
Non-GMO	✓	✓		✓	✓	✓
No Sugar Alcohols	✓	✓			✓	
Gluten-Free	✓	✓	✓	✓	✓	✓
Dairy-Free	✓	✓		✓	✓	
Soy-Free	✓	✓	✓	✓	✓	