

# Healthier snacking worldwide

Companies worldwide are responding to guidelines to reduce sugar and calories in products by developing reduced sugar/calorie variants or creating new products containing fruit, nuts and chocolate that blur the lines between chocolate confectionery and snack bars. Lucy Beverley of Leatherhead Food Research takes a look at some recent launches from around the world billed as healthier snacking

**In August**, Mars Chocolate UK launched a new brand of treats called goodnessKNOWS. Each bar comprises four snackable squares containing fruit, whole nuts, rolled oats and dipped in dark chocolate. Coming in at under 160 calories per bar, goodnessKNOWS is available in three varieties – cranberry & almond, blueberry & almond and apple, peanut & almond – and contains no artificial colours, flavours or preservatives.



**Jumping across** the North Sea to The Netherlands, Zonnatura's Crunchy Cereal Bars with Chocolate are made with 100% wholegrain cereals and 30% less sugar. Containing 99 calories per 20g serving, this organic product retails in a 120g pack containing six bars.



**Jetting over** to Southeast Asia, Indonesian company Mia Chia positions its Chocolate Energy Snacks as a healthy handmade snack containing omega-3, fibre and calcium. Made with dates and raw unsweetened cacao nibs, the manu-



facturer states that this raw and 100% natural product does not contain any preservatives, added sugar, dairy, soy, gluten, peanuts, wheat or eggs. Each 110g pack contains four servings.

**Winging our** way to South America, Enlinea's Chocolate Flavour Cereal Bars are now available in Chile.

Made with oats, stevia and chocolate chips, as well as containing prebiotics, the product is free from added sugar and sodium. Retailing in a 90g pack containing six units, each 15g bar contains 40 calories.



**In Brazil**, Boa Forma para ChocoLife has launched Hibiscus Flavour Dark Chocolate with Strawberry. Made with 53% cocoa, the manufacturer claims that it is free from added sugar and is suitable for sugar-controlled diets. It is also said to be free from soy, dairy, trans fat and gluten. High in fibre, the pack states that each 25g serving contains 6.5g prebiotics, inulin and FOS, which contribute to a balanced intestinal flora.



**Traveling up** to the USA, Brownie Brittle recently launched Sheila G's Chocolate Chip Cookie Bites. Described as crisp choco-



late chip cookie bites covered in creamy chocolate, the kosher certified product provides 150 calories per serving. Each 142g pack contains five servings.

**Staying in the USA**, RXBAR has launched a chocolate-chip containing snack bar targeted at children. RXBAR Kids Chocolate Chip Protein Bar contains 3g fibre and 7g protein that comprises two egg whites, four almonds, five cashews, one date and claims to have no bad stuff. Also containing cacao, cocoa, natural chocolate flavour and natural vanilla flavour, the bars are free from gluten, dairy, soy and added sugar. With 140 calories per 33g bar, RXBAR Kids retails in a 165g pack containing five units.



**Also targeting** the family market, JimmyBar! USA has launched its Mini JimmyBar! Super Hip Chocolate Chip Clean Snack Bars in Canada. Containing dates, chocolate chips, peanuts, crisp brown rice, almonds, almond butter and walnuts, they are claimed to be free from gluten, dairy, artificial sweeteners and preservatives. Retailing in a 181g pack containing eight 23g units, the mini bars come in at under 100 calories per serving and are said to be mum and kid friendly and great for breakfast or as a snack.

