

# PRODUCT WELL-BEING CLAIMS DIRECTORY

## PROTEIN

**Mondelēz**  
International  
SNACKING MADE RIGHT



**CLIF ENERGY BAR  
CRUNCHY PEANUT BUTTER**

11g Protein



**CLIF ENERGY BAR  
CHOCOLATE CHIP**

10g Protein



**CLIF ENERGY BAR  
CHOCOLATE BROWNIE**

10g Protein



**CLIF ENERGY BAR WHITE  
CHOCOLATE MACADAMIA  
NUT FLAVOR**

19g Protein



**CLIF ENERGY BAR COOL  
CHOCOLATE MINT**

10g Protein



**CLIF ENERGY BAR  
BLUEBERRY ALMOND  
CRISP**

11g Protein



**CLIF ENERGY BAR  
OATMEAL RAISIN  
WALNUT**

10g Protein



**CLIF ENERGY BAR PEANUT  
BUTTER BANANA WITH  
DARK CHOCOLATE FLAVOR**

10g Protein



**CLIF NUT BUTTER  
BAR PEANUT BUTTER**

7g Protein



**CLIF NUT BUTTER BAR  
CHOCOLATE & PEANUT BUTTER**

7g Protein



**CLIF NUT BUTTER BAR  
CHOCOLATE CHIP & PEANUT BUTTER**

7g Protein



**CLIF BUILDERS BAR CHOCOLATE  
PEANUT BUTTER FLAVOR**

20g Protein



**CLIF BUILDERS BAR  
CRUNCHY PEANUT BUTTER**

20g Protein



**CLIF BUILDERS BAR  
VANILLA ALMOND FLAVOR**

20g Protein

Not all product sizes shown; see individual product packaging for most current nutrition & claim information

# PRODUCT WELL-BEING CLAIMS DIRECTORY

## PROTEIN

**Mondelēz**  
International  
SNACKING MADE RIGHT



**CLIF BUILDERS BAR  
COOKIES 'N CREAM FLAVOR**

20g Protein



**CLIF BUILDERS BAR CHOCOLATE CHIP  
COOKIE DOUGH FLAVOR WITH CAFFEINE**

20g Protein



**CLIF BUILDERS BAR CHOCOLATE  
MINT (2.4 oz & MINIS)**

20g Protein



**CLIF BUILDERS BAR  
CHOCOLATE**

20g Protein



**CLIF BUILDERS MINIS CHOCOLATE  
PEANUT BUTTER FLAVOR**

10g Protein



**CLIF BUILDERS MINIS  
CHOCOLATE MINT**

10g Protein



**CLIF KID ZBAR PROTEIN  
CHOCOLATE CHIP**

5g Protein



**CLIF KID ZBAR PROTEIN  
CHOCOLATE MINT**

5g Protein



**CLIF KID ZBAR PROTEIN  
COOKIES 'N CREME**

5g Protein



**CLIF BUILDERS BAR PROTEIN  
CINNAMON CRUNCH**

5g Protein



**LUNA BAR  
LEMONZEST FLAVOR**

8g Protein



**LUNA BAR  
CHOCOLATE CUPCAKE**

8g Protein



**LUNA BAR WHITE CHOCOLATE  
MACADAMIA FLAVOR**

8g Protein



**LUNA BAR NUTZ OVER  
CHOCOLATE FLAVOR**

9g Protein



**LUNA BAR  
CHOCOLATE PEPPERMINT STICK**

8g Protein



**LUNA BAR  
BLUEBERRY BLISS FLAVOR**

7g Protein



**LUNA BAR CHOCOLATE  
DIPPED COCONUT FLAVOR**

8g Protein

Not all product sizes shown; see individual product packaging for most current nutrition & claim information

# PRODUCT WELL-BEING CLAIMS DIRECTORY

## PROTEIN



**LUNA BAR MASH-UPS LEMONZEST + RASPBERRY FLAVOR (1.69 OZ & MINIS)**

7g Protein



**LUNA BAR LEMONZEST + BLUEBERRY FLAVOR (1.69 OZ & MINIS)**

7g Protein



**PERFECT SNACKS  
PERFECT BAR  
PEANUT BUTTER**

17g Protein



**PERFECT SNACKS PERFECT BAR  
DARK CHOCOLATE  
CHIP PEANUT BUTTER**

15g Protein



**PERFECT SNACKS  
PERFECT BAR COCONUT  
PEANUT BUTTER**

16g Protein



**PERFECT SNACKS  
PERFECT BAR CHOCOLATE  
HAZELNUT CRISP**

12g Protein



**PERFECT SNACKS  
PERFECT BAR CHOCOLATE  
CHIP COOKIE DOUGH**

12g Protein



**PERFECT SNACKS  
PERFECT BAR DARK  
CHOCOLATE ALMOND**

12g Protein



**PERFECT SNACKS  
PERFECT BAR  
CHOCOLATE MINT**

14g Protein



**PERFECT SNACKS  
PERFECT BAR  
SALTED CARAMEL**

12g Protein

# PRODUCT WELL-BEING CLAIMS DIRECTORY

## PROTEIN

**Mondelēz**  
International  
SNACKING MADE RIGHT



**PERFECT SNACKS  
PERFECT BAR  
ALMOND BUTTER**

13g Protein



**PERFECT SNACKS  
PERFECT BAR PUMPKIN  
PIE SEASONAL BATCH**

14g Protein



**PERFECT SNACKS PERFECT  
BAR LAYERS CRISPY  
PEANUT BUTTER & BERRY**

11g Protein



**PERFECT SNACKS PERFECT  
BAR LAYERS CRISPY PEANUT  
BUTTER & CHOCOLATE**

9g Protein



**PERFECT SNACKS  
PERFECT BAR SNACK SIZE  
CHOCOLATE COVERED  
PEANUT BUTTER**

5g Protein



**PERFECT SNACKS  
PERFECT BAR SNACK SIZE  
PEANUT BUTTER**

5g Protein



**PERFECT SNACKS  
PERFECT BAR SNACK SIZE  
DARK CHOCOLATE CHIP  
PEANUT BUTTER**

5g Protein