









Is Your Nutrition Bar Right For You?

(NAPSA)—Thirty-three million households buy nutrition bars and shakes. but are they getting the nutrition that's right for their lifestyles? While many nutrition bars are portable nutrition powerhouses, a few popular bars have as much or more sugar than a doughnut. Most consumers do not know this fact, according to a recent survey of 1,000 Americans conducted by Kelton Research to better understand consumers' behaviors, habits and knowledge of nutritional content in the nutrition bar category.

The survey, commissioned by Atkins Advantage® nutrition bars and shakes, showed that consumers are not aware of the wide range of sugar content in nutrition bars. Fifty percent of respondents incorrectly thought that a Krispy Kreme® doughnut (10g of sugar) had more sugar than PowerBar® Performance's top-selling Chocolate flavor (18g of sugar) and Clif Bar's® top-selling Crunchy Peanut Butter flavor (18g of sugar). Conversely, all the Atkins Advantage® nutrition bars are lower in sugar, each having 3g or less of sugar.

How can consumers avoid the sugar playing hide-and-seek in their nutrition bars? According to Colette Heimowitz, vice president, nutrition communication and education, Atkins Nutritionals, Inc., it can be as simple as paying more attention to labels. "Even with products in a healthy category, like nutrition bars, consumers must read labels to make the right choice based on their nutrition philosophies and lifestyle needs," she said. "People who run marathons have different sugar requirements than those running to a meeting. And with nutrition bars being a popular food choice

NUTRITION BARS					
(comparison based on one bar serving)					
	SUGAR	PROTEIN	FIBER	CALORIES	FAT
	3g	11g	5g	140	5g
	1g	17g	6g	220	8g
	18g	12g	5g	250	6g
	18g	10g	3g	230	2g
	17g	3g	4g	220	14g
	15g	8g	2g	220	5g
	13g	15g	<1g	210	7g
	10g	2g	<1g	200	12g

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How do your favorite nutrition bars and snacks stack up?

for snacks, workouts or on-the-go meals, consumers need to be more aware that some bars are packed with more sugar than they probably want or need."

In fact, sugar definitely appears to be on the minds of Americans. Of the many nutrition factors people monitor, sugar, along with calories and fat, ranks in the top three most important things to look for on a nutrition label. Eating less sugar was also cited as the number one most difficult healthy habit to practice in relation to nutrition, attributed by

most to not liking the taste of healthy foods (42 percent) or not having the knowledge of how to follow this practice (18 percent).

But according to Heimowitz, better nutrition can taste great. "People can choose low sugar without sacrificing great taste. All Atkins Advantage nutrition bars have lower sugar than most brands and are packed with protein and fiber, yet they taste great and rank among the top-selling bars."

For more information on Atkins Advantage nutrition bars, visit www.atkins.com.