

Uniquely delicious, all-natural healthy protein bars **THAT SELL** while conforming to today's growing food lifestyles.

NuGo maintains your desired profit margin without appearing to be higher priced.



- ✓ Most NuGo bars are coated in antioxidant-rich, heart healthy and in-demand tastier **REAL DARK CHOCOLATE**. REAL Dark Chocolate has a melting point *below* body temperature that **melts in your mouth**, enhancing the FLAVOR EXPLOSION of the chocolate. Other coated bars use chocolate flavored palm oil that raises the melting point above body temperature. This chocolate DOES NOT melt when consumed resulting in a waxy texture and too sweet taste, dulling the chocolate flavor.
- ✓ Our GREAT TASTING NuGO PROTEIN BARS promote repeat purchase by consumer's maintaining a healthy lifestyle. resulting in permanent increases in overall category sales and profits for our retail partners and making NuGo a top brand in the energy bar category. NuGo Nutrition has deliciously met consumer demands with **clean** healthy snacks that meet growing lifestyle trends for over a decade. (NuGo top brand in both Natural and Conventional Food Channel – source: Spinsscans 5.15.2016)



SPINS NuGO = success

- ✓ TOTAL US in the Conventional Channel (NPI), NuGo Nutrition RANKS #10 in **overall combined brand** with *double digit growth rates* and outpacing category growth rates with +38% vs. prior year 12 weeks. (Source: ACNielsen Data ending 5.15.2016)
- ✓ TOTAL US in the Natural Channel NuGo Nutrition is ranked #9 brand and is outpacing the category with a **positive double digit growth rates** of +13.5% vs. prior year to date. (Source: 24 weeks SPINSscan ending 5.15.2016)
- ✓ NuGo is ranked #4 at Whole Foods Nationally and is showing **strong success and DOUBLE DIGIT growth rates of over +28% vs. LTYD at Whole Foods**. NUGO DARK Sales on average of 31 bars per week, per sku, per store at Whole Foods. Total Caddy(box) sales at Whole Foods comprise of +46% of total sales in prior 12wks ending 5.29.2016 indicating strong **consumer loyalty** and increased purchase rates. (Source: WFM PORTAL DATA)

What it is: 2:1 Carb to Protein bar for energy and recovery for your activity

What it does: Provide carbs and protein to; provide fuel before your activity and proactively protect muscle tissue, as well as replenish glycogen and repair tissue post-activity

Key Bar features:

- 2:1 Carb to Protein ratio for energy and recovery
- 20g Complete Protein to aid with muscle repair
- A balance of fast and slower release carbohydrates
- Gluten-Free, Kosher and Vegetarian
- No artificial sweeteners or preservatives
- No high fructose corn syrup, maltitol or gelatin



PROMAX PROTEIN BARS	ORIGINAL	Pack/Size	Bar UPC	Box UPC
	Chocolate Peanut Crunch	12 / 2.64oz	7 43659 12582 2	7 43659 12583 9
	Double Fudge Brownie	12 / 2.64oz	7 43659 12594 5	7 43659 12593 8
	Cookies 'n Cream	12 / 2.64oz	7 43659 12669 0	7 43659 12668 3
	Nutty Butter Crisp	12 / 2.64oz	7 43659 12805 2	7 43659 12806 9
	Choc Chip Cookie Dough	12 / 2.64oz	7 43659 12910 3	7 43659 12911 0
	Lemon Bar	12 / 2.64oz	7 43659 12320 0	7 43659 12321 7

What it is: Fuel for your lifestyle. A lower sugar, lower calorie, high protein bar, that can assist in blood sugar stabilization to help control hunger.

What it does: Combines the right kind of carbohydrates with the right amount of protein and fat to optimize blood sugar stabilization (blood sugar stabilization is ideal to control cravings). Incorporates a solid amount of fiber to promote fullness and provides muscle supporting nutrition with reduced sugar.

Key Bar features:

- 18g Protein to promote protein synthesis
- 11-14g Fiber to reduce net carbs
- Stevia sweetened for reduced sugar
- Gluten-Free, Kosher and Vegetarian
- No artificial sweeteners or preservatives
- No high fructose corn syrup, maltitol or gelatin



PROMAX PROTEIN BARS	LOW SUGAR	Pack/Size	Bar UPC	Box UPC
LS	Chocolate Fudge	12 / 2.36oz	7 43659 18880 3	7 43659 18881 0
LS	Peanut Butter Chocolate	12 / 2.36oz	7 43659 18890 2	7 43659 18891 9
LS	PB Cookie Dough	12 / 2.36oz	7 43659 18855 1	7 43659 18856 8
LS	Chocolate Mint	12 / 2.36oz	7 43659 18567 3	7 43659 18568 0
LS	Honey Nut	12 / 2.36oz	7 43659 18668 7	7 43659 18669 4
LS	Salted Caramel	12 / 2.36oz	7 43659 18872 8	7 43659 18873 5




NuGo Dark | *Delicious Has a Dark Side*

Enrobed in decadent antioxidant-rich cacao REAL dark chocolate, known for its added health benefits, our all natural, gluten free, **NuGo Dark** gourmet snack bars are low in fat and deliver 10g of high quality protein.

All snacks should include protein which is an essential building block to maintain cell health. NuGo Dark is a nice 50g bar with under 200 calories it truly fulfills ones chocolate craving while providing the protein needed to keep you satisfied.

NuGo Dark is the upscale gourmet lifestyle bar with REAL dark chocolate.

- ✓ REAL Dark Chocolate
- ✓ Low Fat
- ✓ High Protein (10g)
- ✓ Antioxidant Rich
- ✓ NON-GMO Project Verified

- ✓ Certified Vegan 
- ✓ Certified Kosher 
- ✓ OU Pareve
- ✓ Certified Gluten Free 



NuGo Dark

	Pack/Size	Bar UPC	Box UPC
Chocolate Pretzel	12/1.76 oz	6-91535-52901-4	6-91535-52902-1
Mint Chocolate Chip	12/1.76 oz	6-91535-52501-6	6-91535-52502-3
Chocolate Choc. Chip	12/1.76 oz	6-91535-52101-8	6-91535-52102-5
Coconut	12/1.76 oz	6-91535-52801-7	6-91535-52802-4
Mocha Chocolate	12/1.76 oz	6-91535-52301-2	6-91535-52302-9
Peanut Butter Cup	12/1.76 oz	6-91535-52701-0	6-91535-52702-7

NuGo Slim | Low Sugar High Protein bar

Enrobed in REAL Dark Chocolate!

Introducing NuGo Slim, an **almost sugar free, all-natural bar** dipped in REAL Dark Chocolate with no artificial sweeteners and **NO MALTITOL** (which is known to cause gastric distress). With only 2-3g sugar (coming from our REAL Dark Chocolate) and **only 5-6 net carbs**, these luscious **diabetic friendly** bars pack 15g protein, are gluten free and an excellent source of fiber (7g) which will keep you satisfied longer.



Incredibly LOW Glycemic Index (24)!

- ✓ REAL Dark Chocolate
- ✓ Low Sugar & 5-6g Net Carbs
- ✓ High Protein (15-17g)
- ✓ High Fiber (7g)
- ✓ Enrolled NON-GMO Project Verification
- ✓ Certified Vegan
- ✓ Certified Kosher
- ✓ Certified Gluten Free
- ✓ Diabetic Friendly



New 7/2016!



<i>nuGo slim</i>	Pack/Size	Bar UPC	Box UPC
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Vegan Crunchy Peanut Butter	12 / 1.59oz	6-91535-20701-1	6-91535-20702-8
Brownie Crunch	12 / 1.59oz	6-91535-20101-9	6-91535-20102-6
Raspberry Truffle	12 / 1.59oz	6-91535-20501-7	6-91535-20502-4
Roasted Peanut	12 / 1.59oz	6-91535-20301-3	6-91535-20302-0
NEW! Vegan Toasted Coconut	12 / 1.59oz	6-91535-20801-8	6-91535-52802-4
NEW! Vegan Mint Chocolate	12 / 1.59oz	6-91535-20601-4	6-91535-20602-1



NuGo SLIM | Weight Management and Diabetic Friendly

The BEST Weight Management Bar

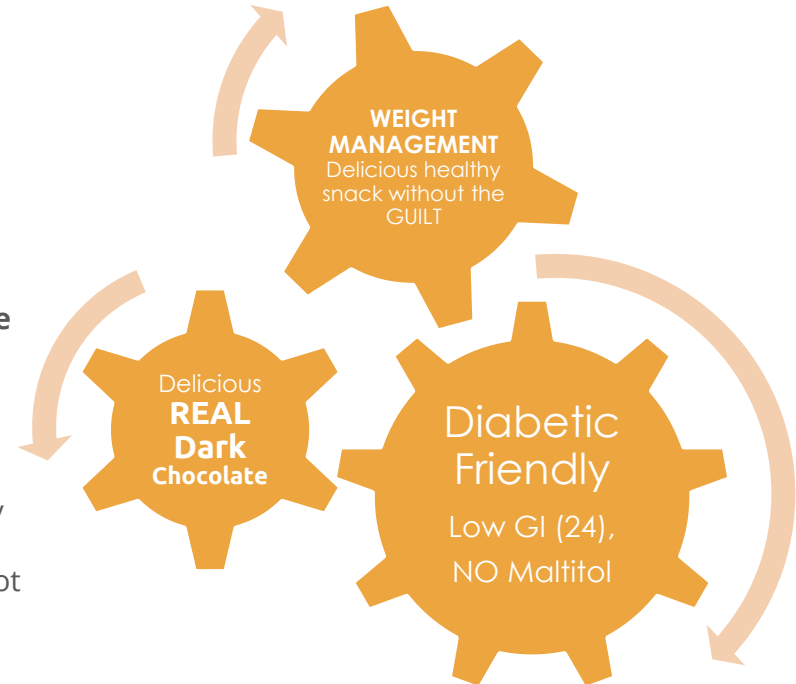
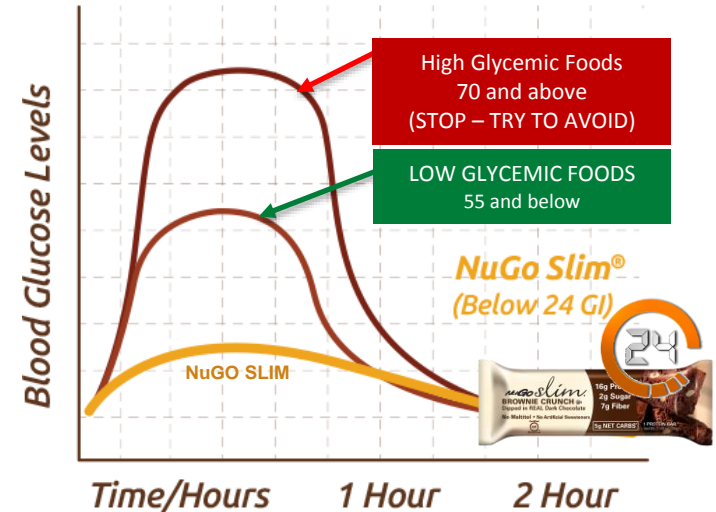
No Maltitol – NuGo bars are free of maltitol, a key ingredient in many other brands’ low to no sugar nutrition bars. Maltitol syrup is a sugar substitute derived from corn with a GI score similar to that of table sugar (meaning that it digests almost as fast as table sugar) and should be avoided by dieters due to the negative effects on blood sugar. Maltitol often causes gastric distress (stomach aches, diarrhea), which everyone can benefit from avoiding.

REAL Dark Chocolate – NuGo bars are coated in REAL, melt-in-your-mouth DARK chocolate, providing indulgent, luscious flavor and healthy antioxidants for an especially enjoyable eating experience. Other “fake dark chocolate” labeled bars substitute unhealthy palm oil for the natural cocoa butter resulting in a waxy texture and too sweet taste because the chocolate doesn’t melt-in-your mouth.

The BEST Diabetic Friendly PROTEIN BAR!

LOW GI – NuGo SLIM bars boast an **incredibly low score (24)**, the **lowest tested published Glycemic Index score of any low sugar protein bar**, making them the perfect high-protein treat to **help those with diabetes manage blood sugar without spikes in glucose levels**. SLIM’s low glycemic impact can also **help dieters avoid blood-sugar spikes and the “crash” cravings that follow**.

Chicory Root FIBER - NuGo SLIM is sweetened with NATURAL Chicory Root, a prebiotic fiber, in place of maltitol. Chicory root has zero glycemic response and virtually zero effect on blood sugar. Chicory root is a great source of prebiotic fiber, which will help you **eat less, naturally supporting healthy, long-term weight loss!**



Choosing the right snack for blood glucose management.

With medical guidance, eating low glycemic foods should give you better control of your blood glucose management.



The basics of the Glycemic Index

Glycemic Index (GI) measures how quickly food is digested in the body. A low GI score indicates that a food digests slowly over time, rather than causing an immediate spike in blood sugar. For people managing diabetes or pre-diabetes, low GI foods are especially important for helping the body maintain steady blood glucose levels.

Foods with a GI score of 70 are considered to be “high glycemic,” while foods with a GI score of 55 are “low glycemic.” Scores significantly lower than 55 are increasingly beneficial in controlling blood glucose levels.¹

The truth about Maltitol.

Maltitol is a sugar alcohol used as an alternative sweetener. Foods that contain Maltitol are frequently labeled as “low-calorie” or “sugar-free” and can be geared toward people managing diabetes.

With a GI score of 52, similar to table sugar, Maltitol syrup is not ideal for maintaining balanced blood glucose. The human body is not equipped to digest Maltitol. Eating foods made with Maltitol often cause stomach pain while feeling bloated and gassy.²

Maltitol can turn “low-sugar” into “high-alert.”

NuGo Slim bars allow you to easily, & deliciously, support your goal of steady blood glucose control.

With an incredibly low glycemic score of just 24,³ our bars may allow you to easily — and deliciously — support your goal of steady blood glucose control.

Coated in luscious Real Dark Chocolate and sweetened with chicory root fiber, which has a GI score of virtually 0, NuGo Slim bars deliver the taste you'll love.

Free of artificial sweeteners and the sugar alcohol Maltitol, NuGo Slim bars come in five amazing, high-protein, low-sugar flavors, ranging from Raspberry Truffle to Brownie Crunch.

Take an active role in managing your glucose and try delicious NuGo Slim today! ♦



Learn more about NuGo Slim bars and diabetes prevention or management at NuGoNutrition.com/controlling-diabetes

1. www.diabetes.org/food-and-fitness/food/what-can-i-eat/understanding-carbohydrates/glycemic-index-and-diabetes.html
2. <http://www.livestrong.com/article/250589-negative-side-effects-of-maltitol/>
3. Glycemic Index determination of: Final Report, Protocol GI-1511, January 30, 2015

The **ONLY** protein sports bar to **NATURALLY** surpass the competition in quality ingredients, superior taste, texture and ultimate performance.

NuGo STRONGER is a HIGH PROTEIN bar that makes every ingredient and calorie count to get the MOST out of your workout and recovery experience. The first **high protein, lower sugar (no Maltitol) bar** that has NO SOY and all the elements that meet the sports nutrition & weight management consumer demands using HORMONE FREE WHEY PROTEIN.

- ✓ HORMONE FREE WHEY PROTEIN
- ✓ 25-27g of QUALITY PROTEIN
- ✓ NO SOY
- ✓ LOWER SUGAR
- ✓ NO MALTITOL or Sugar Alcohols
- ✓ Non-GMO
- ✓ Certified GLUTEN FREE



NuGo STRONGER™

	Pack/Size	Bar UPC	Box UPC
Peanut Cluster	12/2.82 oz	6-91535-70301-8	6-91535-70302-5
Caramel Pretzel	12/2.82 oz	6-91535-70701-6	6-91535-70702-3
Real Dark Chocolate	12/2.82 oz	6-91535-70101-4	6-91535-70102-1
Cookies 'N Cream	12/2.82 oz	6-91535-70501-2	6-91535-70502-9

NuGo STRONGER

- ➔ **TOTAL SUGAR:** Ranked as the lowest in sugar with no added sugar alcohols (Maltitol) or corn syrup.
- ➔ **TOTAL FAT:** Ranked as one of the lowest in total fat and IS THE LOWEST in saturated fat with only 31% of total fat is saturated fat, whereas nearly all others are 55% and over.
- ➔ **TOTAL FIBER:** With 12g of Fiber, NuGo Stronger is top ranked as #2 with the MOST grams of fiber per bar.



Supply chain temp control required



Supply chain temp control required



<i>nuGo Dark</i>	Pack/Size	Bar UPC	Box UPC
Chocolate Pretzel	12 / 1.76 oz	6-91535-52901-4	6-91535-52902-1
Mint Chocolate Chip	12 / 1.76 oz	6-91535-52501-6	6-91535-52502-3
Chocolate Choc. Chip	12 / 1.76 oz	6-91535-52101-8	6-91535-52102-5
Coconut	12 / 1.76 oz	6-91535-52801-7	6-91535-52802-4
Mocha Chocolate	12 / 1.76 oz	6-91535-52301-2	6-91535-52302-9
Peanut Butter Cup	12 / 1.76 oz	6-91535-52701-0	6-91535-52702-7

<i>nuGo slim</i>	Pack/Size	Bar UPC	Box UPC
Vegan Crunchy Peanut Butter	12 / 1.59oz	6-91535-20701-1	6-91535-20702-8
Brownie Crunch	12 / 1.59oz	6-91535-20101-9	6-91535-20102-6
Raspberry Truffle	12 / 1.59oz	6-91535-20501-7	6-91535-20502-4
Roasted Peanut	12 / 1.59oz	6-91535-20301-3	6-91535-20302-0
Espresso	12 / 1.59oz	6-91535-20901-5	6-91535-20902-2
NEW! Vegan Toasted Coconut	12 / 1.59oz	6-91535-20801-8	6-91535-52802-4
NEW! Vegan Mint Chocolate	12 / 1.59oz	6-91535-20601-4	6-91535-20602-1

<i>nuGo STRONGER</i>	Pack/Size	Bar UPC	Box UPC
Peanut Cluster	12/2.82 oz	6-91535-70301-8	6-91535-70302-5
Caramel Pretzel	12/2.82 oz	6-91535-70701-6	6-91535-70702-3
Real Dark Chocolate	12/2.82 oz	6-91535-70101-4	6-91535-70102-1
Cookies 'N Cream	12/2.82 oz	6-91535-70501-2	6-91535-70502-9

PROMAX ORIGINAL	Pack/Size	Bar UPC	Box UPC
Chocolate Peanut Crunch	12 / 2.64oz	7 43659 12582 2	7 43659 12583 9
Double Fudge Brownie	12 / 2.64oz	7 43659 12594 5	7 43659 12593 8
Cookies 'n Cream	12 / 2.64oz	7 43659 12669 0	7 43659 12668 3
Nutty Butter Crisp	12 / 2.64oz	7 43659 12805 2	7 43659 12806 9
Choc Chip Cookie Dough	12 / 2.64oz	7 43659 12910 3	7 43659 12911 0
Lemon Bar	12 / 2.64oz	7 43659 12320 0	7 43659 12321 7

PROMAX LOW SUGAR	Pack/Size	Bar UPC	Box UPC
LS Chocolate Fudge	12 / 2.36oz	7 43659 18880 3	7 43659 18881 0
LS Peanut Butter Chocolate	12 / 2.36oz	7 43659 18890 2	7 43659 18891 9
LS PB Cookie Dough	12 / 2.36oz	7 43659 18855 1	7 43659 18856 8

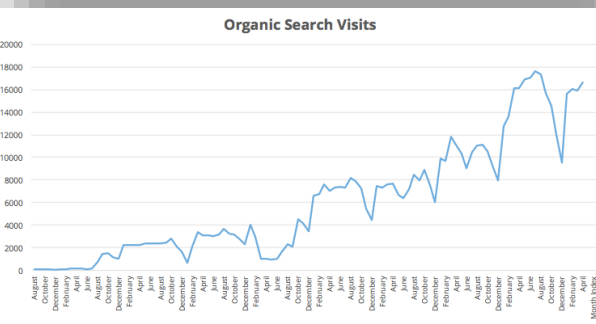
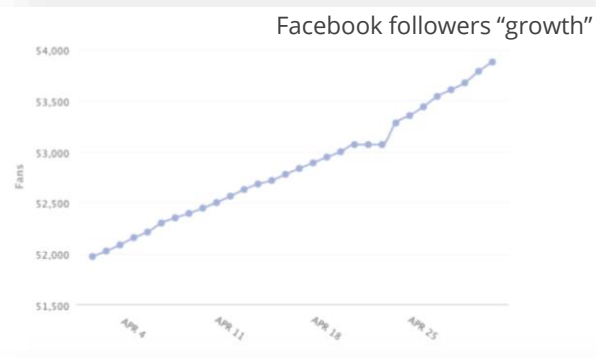


NuGo's proven success on Digital



The love for NuGo is **real**. People are consistently commenting throughout Social Media inquiring "where to buy", or requesting their local stores carry NuGo varieties. Other companies can claim Gluten-Free and non-GMO, but **taste** speaks for itself.

60% of Individuals are **visiting NuGo's Store locator**, exhibiting purchase intent when visiting NuGoNutrition.com. Consumers asking, "Where to buy" is the most frequently asked question. If our products are placed appropriately, NuGo loyalists will drive velocity.



NuGo is heavily supported in the Digital eco-system, with loyal fans continuing to grow at scale within the social community on Facebook, Instagram, Pinterest and Twitter, **all** driving referrals and interest for NuGo Nutrition.

Dark is driving quantifiable repeat purchase. Our analytics show an **average repeat purchase of 16x** and DEMAND is clear

The collage features a central image of NuGo Dark Mint Chocolate Chip bars. To the right, there are two screenshots of Facebook posts. The top screenshot shows a post from 'NuGo Nutrition Bars' with a comment from 'Shelley Smith Nelson' circled in red: "I can't find these in stores...". The bottom screenshot shows another post with a comment from 'Nancy Kavelian' circled in red: "I love you all love bars!".

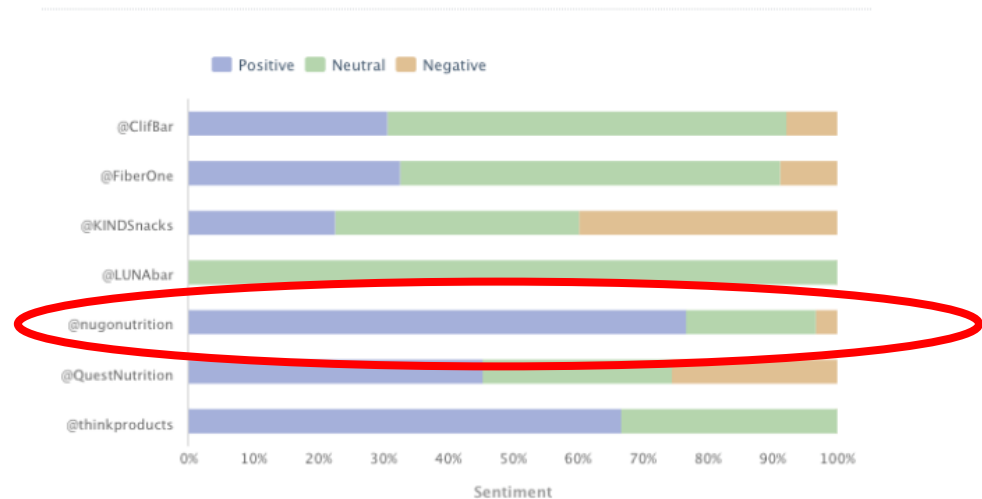
NuGo's proven success on Digital

Net Promoter Score (NPS) measures the willingness of customers to recommend products to others, and uses an index (ranging from -100 to +100) - calculated using the variance between promoters and detractors. **NuGo's NPS is +80**, which is **outstanding**.

NuGo consistently garners the highest positive sentiment among the competitive set (Kind, Fiber One, Quest, Luna, ThinkThin) on **all social platforms**.

NuGo's social community (audience) has **grown 450% over the last year**, and consistently netting month over month growth. This is **very powerful** because it unlocks higher potential to reach "friends of friends" and discovery of NuGo.

@nugonutrition received the most positive sentiment



NuGo is top ranking on Google for the following Keywords!

Diabetic Protein Bar
Gluten Free Protein Bar
Organic Protein Bar
Vegan Protein Bar
Low Sugar Protein Bar
Low Carb Protein Bar

Creative Assets



NuGo Nutrition offers several different varieties of protein bars, perfect for a #vegan diet. NuGo bars are dipped in Real Dark Chocolate and are sure to settle your sweet tooth, while providing essential protein and nutrients.

from NuGo Nutrition
from NuGo Nutrition



from NuGo Nutrition

NuGo Dark: Chocolate Pretzel

NuGo Dark Chocolate Pretzel with Sea Salt is made with only delicious, Non-GMO ingredients. Indulge in the crisp combination of delicious Real Dark Chocolate and crunchy #glutenfree pretzels sprinkled with sea salt.

from NuGo Nutrition



Suggested Page

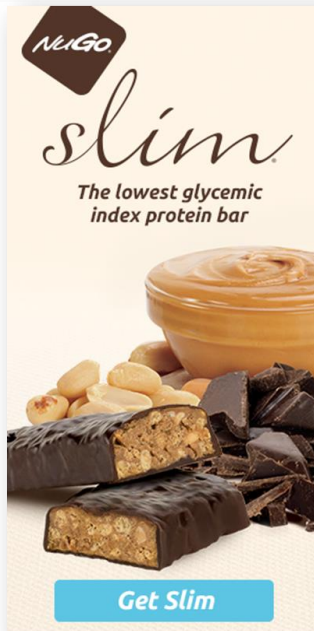
NuGo Nutrition Bars
Sponsored (demo)

NuGo features a variety of vegan, gluten-free and non-GMO protein bars.



NuGo Nutrition Bars
Food & Grocery
49,949 people like this.

Liked



A little known fact: many companies don't use REAL dark chocolate! Find out if the chocolate you're eating is actually helping you maintain your health. #HeartHealth

from NuGo Nutrition

from NuGo Nutrition



STRONG FOODSERVICE SALES ENHANCES RETAIL SALES

NuGO is placed in the majority of the USA airports, turnpikes and other travel center. NuGo items are located in many corporate, hospital, college cafeteria, convenience operations and gyms (including top selling bars at Lifetime Fitness). All these foodservice operations introduce consumers to NuGo who then look for the retailers, to purchase.

+2.1M in total UNITS with NuGO Direct Foodservice AND millions sold through 3rd party foodservice distributors

1.5M total UNITS of NuGO bars in airport retail

