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UNITED STATES DISTRICT COURT

NORTHERN DISTRICT OF CALIFORNIA

GREG PERIEFF and LINDA CHESLOW, on behalf of themselves and all others similarly situated, Plaintiffs, vs. CLIF BAR & COMPANY, a California corporation, Defendant.	Case No. **NOTICE OF REMOVAL PURSUANT TO 28 U.S.C. SECTION 1441(a) – ORIGINAL FEDERAL QUESTION JURISDICTION**

TO THE CLERK OF THE ABOVE-ENTITLED COURT:

PLEASE TAKE NOTICE THAT Defendant Clif Bar & Company ("Defendant" or "Clif Bar") hereby removes to this Court the state court action described below.

1. On March 4, 2016, an action was commenced in the Superior Court of the State of California in and for the County of San Francisco, entitled *Greg Perieff and Linda Cheslow, on behalf of themselves and all others similarly situated v. Clif Bar & Company, a California corporation,* and assigned the case number CGC-16-550801. The Complaint is attached hereto as Exhibit A.

2. The first date upon which Defendant received a copy of the Summons and Complaint was March 8, 2016, when Defendant was served by personal delivery with the Complaint, two versions of the

Summons (one version dated "3/8/16," and the other version undated and in a different handwriting), and "Other Service Documents" consisting of: a Civil Case Cover Sheet; a Notice To Plaintiff; an Alternative Dispute Resolution Notice Information Package; a blank form Stipulation To Alternative Dispute Resolution (ADR); and a blank form Case Management Statement. A copy of both versions of the Summons are attached hereto as Exhibit B; a copy of the Other Service Documents are attached as Exhibit C. Because Defendant received the Complaint and Summonses on March 8, 2016, removal is therefore timely pursuant to 28 U.S.C. Section 1446(b).

3. This action is a civil action over which this Court has original jurisdiction pursuant to 28 U.S.C. Section 1331, and is one which may be removed to this Court by Defendant pursuant to the provisions of 28 U.S.C. Section 1441(a) regarding original (federal question) jurisdiction. Plaintiffs' state-law claims necessarily raise stated federal issues, actually disputed and substantial, which a federal forum may entertain without disturbing any congressionally approved balance of federal and state judicial responsibilities. *Grable & Sons Metal Products, Inc. v. Darue Engineering & Mfg.*, 545 U.S. 308, 314 (2005). The gravamen of plaintiffs' state-law consumer deception claims is whether Clif Bar's alleged "essential to health" and "nutritious," "wholesome," or "good for your body" label claims associated with nutrient content statements fail to comply with the federal Food, Drug, and Cosmetic Act of 1938 ("FDCA"), 21 U.S.C. §§ 301-399f, and applicable U.S. Food and Drug Administration's ("FDA") regulations, including advisory statements by FDA in 1994 regarding its then interpretation of applicable regulations. *See* Complaint, ¶2, *citing* Food Labeling: Nutrient Content Claims, Definition of Term: Healthy, 59 Fed. Reg. 24232 (May 10, 1994).

4. Regarding Clif Bar's supposed use of the term "health" in connection with nutrient content label statements (*e.g.*, "essential for women's health" used in association with "12g Protein"), for example, Plaintiffs allege violations of no fewer than 13 separate FDA regulations [(21 C.F.R. §§ 101.9(c)(8)(ii), 101.9(c)(8)(iv),101.12(b), 101.13(b), 101.13(b)(2)(ii), 101.62(b)(2), 101.62(c)(2), 101.65(d), 101.65(d)(1)(i-ii), 101.65(d)(2), 101.65(d)(2)(i), 101.65(d)(2)(i)(A-E), and 101.65(d)(2)(i)(F)]; and five distinct United States Code provisions (21 U.S.C. §§ 331(a), 343(a)(1), 343(q)(1)(D), 343(r), and 343(r)(1)(A)). Plaintiffs claim deception in that had they known that levels of total fat and saturated fat allegedly exceeded levels permitted by these FDA regulations for use of the

challenged "health" nutrient content claims, they allegedly would not have bought the product, would have bought fewer items, etc. These regulations were promulgated as part of the federal Nutrition Labeling and Education Act of 1990 ("NLEA"), as amendments to the FDCA.

5. Congress enacted NLEA to "provide for *national uniformity* in nutritional labeling on food products supplied to consumers." *See* Remarks of Rep. McMillan, 136 Cong. Rec. 5836-01, 1990 WL 107635 at 23 (daily ed. July 30, 1990) (debate on H.R. No. 3562, 101st Cong., 2d Sess.) (emphasis supplied). Moreover, NLEA expressly preempts any state law that "is not identical to" the aforementioned FDCA provisions and FDA "healthy" nutrient content regulations. 21 U.S.C. § 343-1(r). Together, the plain language of NLEA evinces Congress' intent to create a "national," "uniform" set of *federal* law governing nutrient content declarations on food labels, since one obviously cannot know whether state law is "identical to" federal law without interpreting and applying federal law.

6. For purposes of determining original jurisdiction in this Court, therefore, Plaintiffs' claims necessarily "arise under" federal law, actually stated and disputed, as evidenced by the many federal law references in Plaintiffs' Complaint. Congress' decision to ensure that federal law effectively governs nutrient content labeling is the necessary result of its desire for "national uniformity" in the regulation of nutrition labeling on food products. Indeed, there is no California state law governing nutrient content labeling other than the one-sentence adoption of federal law in the California Health & Safety Code. Cal. Health & Safety Code §110670.

7. Clif Bar products – including the ones challenged here – enjoy nationwide distribution in every sales channel. A California state court's interpretation and application of complex federal nutrient content regulations could serve as precedent for all food products nationwide, which hardly promotes "national uniformity." Such state-law claims indisputably require reference exclusively to federal law to ensure that state law is "identical to" federal law.

8. Put another way, Plaintiffs' state-law claims cannot be resolved without interpretation and application of federal law. Therefore, Plaintiffs' claims "arise under" federal law, and should be heard in a federal court to ensure "national uniformity." *See Cnty. Of Santa Clara v. Astra USA, Inc.*, 401 F. Supp. 2d 1022, 1025 (N.D. Cal. 2005) (denying motion to remand involving Section 17200 state-law claims based on violation of federal price limitations on prescription medications because "federal law

undergirds a claim otherwise based in state law"). The exercise of "arising under" original jurisdiction in this Court thus hardly would constitute "disturbing any congressionally approved balance of federal and state judicial responsibilities," since national uniformity is promoted with the interpretation and application of federal law *in a federal forum*. *See Grable & Sons*, *supra*, 545 U.S. at 314.

9. A closer examination of Plaintiffs' state-law claims supports the foregoing conclusions. For example, as the predicate acts for their claims under Sections 17200 and 17500 of California Unfair Competition Law, and Section 1770 of California's Consumer Legal Remedies Act, Plaintiffs aver that Clif Bar's use of the term "health" associated with nutrient content claims as to certain products violates numerous FDCA statutory provisions and FDA regulations. However, more than half of the nutrient content claims challenged by Plaintiffs do not use the term "health" or "healthy" at all, as alleged by Plaintiffs, but rather "wholesome," "nutritious," and/or "good for the body" that are not addressed in any federal statute or regulation.

10. Instead, Plaintiffs claim that these "wholesome" claims violate FDA "healthy" nutrient content regulations because in 1994, in an advisory statement to the final rule on "healthy" nutrient content claims, FDA in the Federal Register equated such "wholesome" terms with "healthy." Such advisory statements do not have the force of law, were not incorporated into California law, and will require a California state court to declare whether this advisory statement applies to the products challenged here, or even reflects the agency's current interpretation of the "healthy" nutrient content regulations. A federal court can and should exercise its "arising under" original jurisdiction over these claims to divine current agency interpretation, if that is relevant at all, particularly where such a determination could serve as a national precedent for the national food distribution system.

11. Venue is proper in this Court pursuant to 28 U.S.C. Sections 1441 (a) and 1446(a) because the U.S. District Court for the Northern District of California is the federal judicial district embracing the Superior Court for the State of California, San Francisco County, where the state court action was originally filed.

12. Defendant Clif Bar & Company is the only Defendant named in the operative complaint; thus, there is no disagreement among Defendants about the decision to remove this case to the United States District Court.

13. Pursuant to 28 U.S.C. Section 1446(a), a true and correct copy of all the process, pleadings, and orders served upon Defendant Clif Bar & Company in the state court action are being filed with this Notice of Removal.

14. Attached as Exhibit D are the Proof of Service – Summons, and Proof of Service – By mail, served on Clif Bar on March 8, 2016.

15. Attached as Exhibit E is Plaintiffs' Application for Complex Case Designation, filed in the Superior Court in and for the County of San Francisco on April 5, 2016, with exhibits.

Dated: April 6, 2016

KELLER AND HECKMAN, LLP

By: /s/

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Attorneys for Defendant Clif Bar & Company

4834-6854-6351, v. 1

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ATTORNEYS FOR PLAINTIFFS AND THE PROPOSED CLASSES

ENDORSED
FILED
Superior Court of California
County of San Francisco

MAR - 4 2016

CLERK OF THE COURT
BY: BOWMAN LIU
Deputy Clerk

SUPERIOR COURT OF THE STATE OF CALIFORNIA

FOR THE COUNTY OF SAN FRANCISCO

GREG PERIEFF and LINDA CHESLOW, on behalf of themselves and all others similarly situated,

Plaintiffs,

vs.

CLIF BAR & COMPANY, a California corporation,

Defendant.

CASE NO.: CGC-16-550801

CLASS ACTION

CLASS ACTION COMPLAINT FOR DAMAGES, DECLARATORY AND INJUNCTIVE RELIEF

DEMAND FOR JURY TRIAL

Plaintiffs Greg Perieff and Linda Cheslow ("Plaintiffs"), by their attorneys, bring this class action against Defendant Clif Bar & Company ("Defendant" or "Clif") individually and on behalf of themselves and all others similarly situated and allege as follows based upon the investigation of their counsel:

INTRODUCTION

1. This is a consumer class action seeking damages, restitution, declaratory, and injunctive relief on behalf of California consumers against Clif based on Clif's unlawful labeling, sales, and distribution of mislabeled and misbranded LUNA brand energy and protein bars (collectively, "LUNA Bars")[1] and CLIF brand energy and protein bars (collectively, "CLIF Bars")[2]

[1] Plaintiffs' counsel's pre-suit investigation identified the following LUNA Bars currently being offered for sale that are subject to this action: LUNA Whole Nutrition Bars in these varieties (Blueberry Bliss, Caramel Nut Brownie, Chocolate Cupcake, Chocolate Dipped Coconut, Chocolate Peppermint Stick, Honey Salted Peanut, Iced Oatmeal Raisin, Lemon Zest, Nutz over Chocolate, Peanut Butter Cookie, S'mores, Vanilla Almond, and White Chocolate Macadamia) identified in Exhibit A hereto and LUNA Protein Bars in these varieties (Chocolate Chip Cookie Dough, Chocolate Coconut Almond, Chocolate Peanut Butter, Chocolate Salted Caramel, Lemon Vanilla, Mint Chocolate Chip, and Berry Greek Yogurt) identified in Exhibit B hereto. The LUNA Bars are offered for sale individually and in differently sized multicount boxes (e.g., 6-count boxes or 12-count boxes). The LUNA Bars' label statements as discussed in this Complaint are uniform on both the LUNA Bars' individual labels and the differently sized multicount boxes. Furthermore, the multicount boxes contain LUNA Bars bearing the individual LUNA Bars' labels identified in Exhibits A and B. Plaintiffs reserve the right to amend this Complaint to add additional Clif products that violate California law in the same ways alleged herein that Plaintiffs identify through further investigation or discovery.

[2] Plaintiffs' counsel's pre-suit investigation identified the following CLIF Bars currently being offered for sale that are subject to this action: CLIF Kid Organic Zbars in these varieties (Chocolate Brownie, Chocolate Chip, Iced Lemon Cookie, Iced Oatmeal Cookie, and S'mores) identified in Exhibit C hereto, CLIF Kid Protein Zbars in these varieties (Chocolate Chip, Chocolate Mint, and Peanut Butter Chocolate) identified in Exhibit D hereto, CLIF MOJO Sweet and Salty Trail Mix Bars (Dark Chocolate Almond Coconut, Mountain Mix, and Peanut Butter Pretzel) identified in Exhibit E hereto, and CLIF Organic Trail Mix Bars (Dark Chocolate Almond Sea Salt, Dark Chocolate Cherry Almond, Dark Chocolate Peanut Butter, Dark Chocolate Pomegranate Raspberry, Cranberry Almond, Wild Blueberry Almond, and Coconut Almond Peanut) identified in Exhibit F hereto. The CLIF Bars are offered for sale individually and in differently sized multicount boxes (e.g., 6-count boxes or 12-count boxes). The CLIF Bars' label statements as discussed in this Complaint are uniform on both the CLIF Bars' individual labels and the differently sized multicount boxes. Furthermore, the multicount boxes contain CLIF Bars bearing the individual CLIF Bars' labels identified in Exhibits C, D, E, and F. Plaintiffs reserve the right to amend this Complaint to add additional Clif products that violate California law in the same ways alleged herein that Plaintiffs identify through further investigation or discovery.

in California. Clif holds itself out as the leading purveyor of "***health*** and lifestyle bars,"[3] but the reality is that Clif misleads consumers by misrepresenting that its LUNA Bars and CLIF Bars are healthy and contain a nutrient profile consistent with dietary recommendations when, in fact, they do not meet the requirements for making such claims in violation of the Federal Food, Drug, and Cosmetic Act of 1938 ("FDCA"), 21 U.S.C. §§ 301–399f, the U.S. Food and Drug Administration's ("FDA") regulations implementing the FDCA, and California's Sherman Food, Drug and Cosmetic Law ("Sherman Law"), Cal. Health & Safety Code §§ 109875–111915. Notably, the Sherman Law adopts all FDA food-labeling regulations promulgated pursuant to the FDCA. Cal. Health & Safety Code § 110100(a).

2. The FDA, after extensive fact-finding, determined that labeling claims representing that foods are healthy and contain beneficial nutrients (as defined herein, "Healthy Nutrient Content Claims") convey a potent message to consumers that the products are useful in maintaining a healthy diet. *See* 59 Fed. Reg. 24,232-01, 24,233. In other words, based on its examination of consumer data, the FDA determined that consumers interpret Healthy Nutrient Content Claims to mean that a food has a nutrient profile consistent with dietary recommendations. To ensure that consumers are not deceived or misled by labeling that represents food as being healthy, the FDA promulgated regulations including, *inter alia*, 21 C.F.R. § 101.65(d), that allow Healthy Nutrient Content Claims to be made only on food products that satisfy a specific nutrient profile. None of Clif's LUNA Bars or CLIF Bars at issue satisfy that required nutrient profile.

3. Specifically, 21 C.F.R. § 101.65(d) requires that foods whose labels make Healthy Nutrient Content Claims contain no more than minimal levels of total fat and saturated fat. Foods with Healthy Nutrient Content Claims in violation of this regulation by extension violate the FDCA, 21 U.S.C. §§ 343(a)(1) & (r), and the Sherman Law, Cal. Health & Safety Code §§ 109930, 110100(a) & 110670.

[3] Clif Bar & Co., The Clif Bar & Company Story, http://www.clifbar.com/article/clif_bar_company_story (emphasis added).

4. This case concerns Clif's ongoing use of Healthy Nutrient Content Claims on the labels of its LUNA Bars and CLIF Bars containing higher levels of total fat and/or saturated fat than is consistent with dietary recommendations in violation of 21 C.F.R. § 101.65(d), the FDCA, and the Sherman Law.

5. The representations that Clif's LUNA Bars and CLIF Bars are healthy are false, misleading, and material to consumers' decisions to purchase Clif's LUNA Bars and CLIF Bars.

6. Clif's conduct alleged herein is false, misleading, and unlawful in violation of the following provisions of California's Sherman Law: Cal. Health & Safety Code § 110660 (prohibiting false and misleading labeling), § 110670 (prohibiting nutrient content claims not allowable under FDCA and FDA regulations), § 110760 (prohibiting manufacture, sale, delivery, etc. of misbranded food), and §§ 109930 and 110100(a) (adopting FDCA regulations violated as described below), as well as other applicable state consumer laws. Clif's identical conduct that violates the Sherman Law and other applicable state laws also violates the FDCA, 21 U.S.C. § 343(a)(1) (prohibiting false and misleading labeling), § 343(r) (prohibiting nutrient content claims not defined by FDA regulations), and § 331(a) (prohibiting introduction or delivery for introduction into interstate commerce of misbranded food). This identical conduct serves as the sole factual basis for each state-law cause of action brought by this Complaint, and Plaintiffs do not seek to enforce any of the state-law claims raised herein to impose any standard of conduct that exceeds that which would violate the FDCA and regulations adopted pursuant thereto. Thus, Plaintiffs' state-law claims for state-law violations seek to enforce the same standard of conduct required by federal law, and Plaintiffs' state-law claims are based upon Clif's breach of that standard of conduct. For any of Plaintiffs' state-law causes of action, the allegations supporting those causes of action and any forms of relief sought for those state-law causes of action, Plaintiffs expressly disclaim any attempt to hold Clif to a higher standard of conduct than what is required under federal law and do not seek any form of relief based on conduct exceeding that which is required under federal law. All state-law causes of action asserted in this Complaint, the allegations supporting those state-law causes of action asserted herein, and any forms of relief sought for those state-law causes of action asserted herein shall be read consistent with the limitations set forth in this paragraph.

7. Accordingly, Plaintiffs bring this action on behalf of California consumers to declare that Clif's LUNA Bars and CLIF Bars are misbranded and to enjoin Clif from continuing to sell the LUNA Bars and CLIF Bars in California in a manner that violates 21 C.F.R. § 101.65(d), the FDCA, and the Sherman Law, and mislead consumers, through their improper use of Healthy Nutrient Content Claims (as more fully defined herein, the "LUNA Bars Declaratory/Injunctive Class" and the "CLIF Bars Declaratory/Injunctive Class"), and to recover damages and restitution on behalf of California consumers who purchased Clif's LUNA Bars and CLIF Bars in California (as more fully defined herein, the "LUNA Bars Damages Class" and the "CLIF Bars Damages Class").

THE PARTIES

8. Plaintiff Greg Perieff is a natural person and a citizen of the State of California, residing in San Francisco County. Between February 2013 and September 2015, Plaintiff Perieff purchased the following CLIF Bars:

a. CLIF Kid Organic Chocolate Brownie Zbar;

b. CLIF Kid Organic Chocolate Chip Zbar;

c. CLIF Kid Organic Iced Lemon Cookie Zbar;

d. CLIF Kid Organic Iced Oatmeal Cookie Zbar;

e. CLIF Kid Organic S'mores Zbar;

f. CLIF Kid Chocolate Chip Protein Zbar;

g. CLIF Kid Chocolate Mint Protein Zbar;

h. CLIF Kid Peanut Butter Chocolate Protein Zbar;

i. CLIF MOJO Sweet and Salty Dark Chocolate Almond Coconut Trail Mix Bar;

j. CLIF MOJO Sweet and Salty Mountain Mix Trail Mix Bar; and

k. CLIF MOJO Sweet and Salty Peanut Butter Pretzel Trail Mix Bar.

Plaintiff Perieff purchased these CLIF Bars from retail stores, including Target, near his home in San Francisco, California; Target in Colma, California; and Walmart in Sonora, California. Plaintiff Perieff purchased approximately one to two multicount boxes of Clif's CLIF MOJO Sweet and Salty Trail Mix Bars for himself every month between February 2013 and September 2013. In addition, Plaintiff Perieff purchased approximately one to two multicount boxes of Clif's CLIF Kid Organic

Zbars and CLIF Kid Protein Zbars every month between February 2013 and September 2013. Furthermore, Plaintiff Perieff purchased approximately one to two multicount boxes of Clif's CLIF Kid Organic Zbars and CLIF Kid Protein Zbars every two months between January 2014 and September 2015. Plaintiff Perieff purchased Clif's CLIF Kid Organic Zbars and CLIF Kid Protein Zbars for his young cousins, whom he regularly babysat in 2013, and with whom he regularly attends family events. Clif's CLIF MOJO Sweet and Salty Trail Mix Bars that Plaintiff Perieff purchased all bore Healthy Nutrient Content Claims because they were labeled as containing nutrients that are "good for . . . our bodies," together with one or more nutrient statements (e.g., "8g Protein" or "3g Fiber"). Clif's CLIF Kid Organic Zbars and CLIF Kid Protein Zbars that Plaintiff Perieff purchased all bore Healthy Nutrient Content Claims because they were labeled as being "nutritious" and/or "wholesome," and/or containing ingredients "to keep kids . . . growing," together with one or more nutrient statements (e.g., "3g Fiber," "5g Protein," or "Excellent Source of Calcium"). Plaintiff Perieff read and relied on the Healthy Nutrient Content Claims displayed on the labeling of the CLIF Bars that he purchased and understood the Healthy Nutrient Content Claims as indicating that the CLIF Bars would help him or his young cousins maintain healthy dietary practices because of their nutrient content. In fact, the labeling of Clif's CLIF Bars reinforces the impression that the product lines are all healthy and nutritious when, in reality, they all fail to meet the regulatory requirements to make such claims. Had Plaintiff Perieff known the truth that the CLIF Bars' Healthy Nutrient Content Claims violated the FDA's requirements because the CLIF Bars had more total fat and/or saturated fat than permitted for products making Healthy Nutrient Content Claims, this would have materially affected his purchasing considerations in at least one of the following ways, namely Plaintiff Perieff: (i) would not have purchased the CLIF Bars; (ii) would have been willing to pay less for the CLIF Bars that he purchased; (iii) would have purchased a lesser quantity of the CLIF Bars that he purchased: (iv) would have purchased alternative products that he felt were truly useful in maintaining healthy dietary practices; and/or (v) would have purchased a similar product that was less expensive.

9. Plaintiff Linda Cheslow is a natural person and a citizen of the State of California, residing in Sonoma County. Between February 2013 and December 2015, Plaintiff Cheslow purchased the following LUNA Bars and CLIF Bars:

a. LUNA Whole Nutrition Bars Caramel Nut Brownie;

b. LUNA Whole Nutrition Bars Chocolate Cupcake;

c. LUNA Whole Nutrition Bars Chocolate Dipped Coconut;

d. LUNA Whole Nutrition Bars Honey Salted Peanut;

e. LUNA Whole Nutrition Bars Iced Oatmeal Raisin;

f. LUNA Whole Nutrition Bars Nutz over Chocolate;

g. LUNA Whole Nutrition Bars S'mores;

h. LUNA Whole Nutrition Bars Vanilla Almond;

i. LUNA Whole Nutrition Bars White Chocolate Macadamia;

j. LUNA Protein Bars Chocolate Chip Cookie Dough;

k. LUNA Protein Bars Chocolate Coconut Almond;

l. LUNA Protein Bars Chocolate Salted Caramel;

m. LUNA Protein Bars Mint Chocolate Chip;

n. CLIF MOJO Sweet and Salty Dark Chocolate Almond Coconut Trail Mix Bar;

o. CLIF MOJO Sweet and Salty Mountain Mix Trail Mix Bar;

p. CLIF Dark Chocolate Almond Sea Salt Organic Trail Mix Bar;

q. CLIF Dark Chocolate Cherry Almond Organic Trail Mix Bar;

r. CLIF Dark Chocolate Pomegranate Raspberry Organic Trail Mix Bar;

s. CLIF Cranberry Almond Organic Trail Mix Bar; and

t. CLIF Coconut Almond Peanut Organic Trail Mix Bar.

Plaintiff Cheslow purchased these LUNA Bars and CLIF Bars from retail stores including Target, Whole Foods, Safeway, Raley's, and Grocery Outlet near her home in Santa Rosa, California, as well as from retail stores including Safeway in San Francisco, California. When shopping near her home in Santa Rosa, California, Plaintiff Cheslow purchased approximately two to three of Clif's

LUNA Bars every week between February 2013 and September 2015, and approximately one of Clif's CLIF Bars every one to two weeks between February 2013 and December 2015. When shopping in San Francisco, California, Plaintiff Cheslow purchased approximately one of Clif's LUNA Bars every two months between February 2013 and December 2015, and approximately three of Clif's CLIF Bars every year between February 2013 and December 2015. In addition, when shopping near her home in Santa Rosa, California, Plaintiff Cheslow purchased one multicount box of Clif's LUNA Bars approximately every year between February 2013 and September 2015, and approximately one to two multicount boxes of Clif's CLIF Bars every year between February 2013 and December 2015. Clif's LUNA Bars that Plaintiff Cheslow purchased all bore Healthy Nutrient Content Claims because they were labeled as being "Whole Nutrition Bar[s] for Women," containing nutrients "essential to women's health" and/or "importan[t] to many women seeking to maintain their health," and/or providing "the nutrition we [women] need to stay strong," together with one or more nutrient statements (e.g., "9g Protein" or "4g Fiber"). Clif's CLIF Bars that Plaintiff Cheslow purchased all bore Healthy Nutrient Content Claims because they were labeled as being "good for . . . our bodies," together with one or more nutrient statements (e.g., "8g Protein" or "3g Fiber"). Plaintiff Cheslow read and relied on the Healthy Nutrient Content Claims displayed on the labeling of the LUNA Bars and CLIF Bars that she purchased and understood the Healthy Nutrient Content Claims as indicating that the LUNA Bars and CLIF Bars would help her maintain healthy dietary practices because of their nutrient content. In fact, the labeling of Clif's LUNA Bars and CLIF Bars reinforces the impression that the product lines are all healthy and nutritious when, in reality, they all fail to meet the regulatory requirements to make such claims. Had Plaintiff Cheslow known the truth that the LUNA Bars' and CLIF Bars' Healthy Nutrient Content Claims violated the FDA's requirements because the LUNA Bars and CLIF Bars had more total fat and/or saturated fat than permitted for products making Healthy Nutrient Content Claims, this would have materially affected her purchasing considerations in at least one of the following ways, namely Plaintiff Cheslow: (i) would not have purchased the LUNA Bars and CLIF Bars; (ii) would have been willing to pay less for the LUNA Bars and CLIF Bars that she purchased; (iii) would have purchased lesser quantities of the LUNA Bars and CLIF Bars that she purchased: (iv) would have purchased

alternative products that she felt were truly useful in maintaining healthy dietary practices; and/or (v) would have purchased a similar product that was less expensive.

10. Defendant Clif Bar & Company is and at all material times has been a California corporation with its headquarters in Emeryville, California.[4] Clif manufacturers a variety of energy and protein bars and touts itself as "a category leader among ***health*** and lifestyle bars," having experienced "double-digit, compounded annual growth for the past 10 years."[5] Apart from the LUNA Bars' labeling as described throughout this Complaint, Clif promotes its LUNA Bars as providing nutrients, including calcium, iron, folic acid, and Vitamin D, that are essential to women's health.[6] In addition, apart from the CLIF Bars' labeling as described throughout this Complaint, Clif promotes its CLIF Kid Organic Zbars and CLIF Kid Protein Zbars as containing nutrients particularly beneficial to children to help them grow.[7] Finally, apart from the CLIF Bars' labeling as described throughout this Complaint, Clif promotes its MOJO Sweet and Salty Trail Mix Bars and CLIF Organic Trail Mix Bars as being good for consumers' bodies.[8] Clif was reported to be valued at $340 million in April 2013.[9]

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[4] Cal. Sec'y of State, Business Search, http://kepler.sos.ca.gov/ (search "Corporation Name" for "Clif Bar & Company"; then follow "CLIF BAR & COMPANY" hyperlink).

[5] Clif Bar & Co., The Clif Bar & Company Story, http://www.clifbar.com/article/clif_bar_company_story (emphasis added).

[6] *See, e.g.*, Clif Bar & Co., LUNA Feeds Women's Need for a Nutritious and Indulgent Snack with New LUNA Protein Flavors, Jan. 14, 2014, http://www.clifbar.com/text/lunar-feeds-womens-need-for-a-nutritious-and-indulgent-snack-with-new-luna-protein-flavors ("LUNA ***nourishes women*** with delicious snacks made from 70 percent organic ingredients and with the CORE 4 vitamins and minerals ***essential to women's health***—calcium, iron, folic acid and vitamin D.") (emphasis added).

[7] *See, e.g.*, Clif Bar & Co., Clif Kid Zbar, http://www.clifbar.com/products/clif-kid/zbar ("An organic baked whole grain snack made with a ***nutritious blend of carbohydrates, fiber, protein, and fat to maintain kids' energy*** . . . so kids can keep zipping and zooming along."); Clif Bar & Co., Zbar Protein, http://www.clifbar.com/products/clif-kid/zbar-protein ("A delicious whole grain protein snack made with ***nutritious building blocks for kids' growing bodies*** . . . so kids can keep zipping and zooming along.") (All emphasis added).

[8] *See, e.g.*, Clif Bar & Co., CLIF Mojo Sweet & Salty Trail Mix Bar, http://www.clifbar.com/products/mojo/sweet-salty ("Ready to go whenever and wherever you are, CLIF MOJO combines simple and organic ingredients that are ***good for both our bodies*** and the planet."); Clif Bar & Co., CLIF Organic Trail Mix Bar – Dark Chocolate, http://www.clifbar.com/ products/organic-trail-mix-bar/dark-chocolate ("CLIF Organic Trail Mix Bar is made for mixing it up and discovering all the good stuff the day has to offer. Combining simple and organic ingredients that are ***good for both our bodies*** and the planet, our trail mix bar comes in flavors for just about every occasion no matter

JURISDICTION AND VENUE

11. This Court has jurisdiction over the parties, and venue is proper in San Francisco County Superior Court.

12. This Court has jurisdiction and venue pursuant to Cal. Civ. Proc. Code §§ 395.5 & 410.10 and Cal. Civ. Code § 1780(d) over the claims raised in this Complaint for the following reasons: (i) Clif regularly sells, advertises, markets, and/or distributes the LUNA Bars and CLIF Bars in San Francisco County and throughout the State of California; (ii) a substantial portion of the underlying transactions and events complained of herein occurred and affected persons and entities that reside in San Francisco County; (iii) Plaintiffs are citizens and residents of California; (iv) Plaintiff Perieff resides in San Francisco County; and (v) Plaintiffs each purchased Clif products at issue in this Complaint in California, including San Francisco County. Attached hereto as Exhibit G are Plaintiffs' declarations establishing that venue is appropriate in San Francisco County pursuant to Cal. Civ. Code § 1780(d).

13. There is no jurisdiction in any U.S. District Court over the claims raised in this Complaint. There is no "federal question" U.S. District Court jurisdiction because Plaintiffs' claims do not arise under the Constitution, laws, or treaties of the United States. 28 U.S.C. § 1331. There is no U.S. District Court jurisdiction under the general "diversity of citizenship" statute because Plaintiffs, members of the Classes, and Clif are, and at the times of the transactions at issue were, California citizens. 28 U.S.C. § 1332(a)(1). There is no U.S. District Court jurisdiction under the Class Action Fairness Act of 2005 ("CAFA"), Pub. Law No. 109-2, 119 Stat. 4 (2005), because no member of the Classes is a citizen of a state different from Clif since Clif, Plaintiffs, and members of the Classes are, and at the times of the transactions at issue were, California citizens. 28 U.S.C.

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where the trail takes you."); Clif Bar & Co., CLIF Organic Trail Mix Bar – Fruit & Nut, http://www.clifbar.com/products/organic-trail-mix-bar/fruit-nut ("CLIF Organic Trail Mix Bar is made for mixing it up and discovering all the good stuff the day has to offer. Combining simple and organic ingredients that are ***good for both our bodies*** and the planet, our trail mix bar comes in flavors for just about every occasion no matter where the trail takes you.") (All emphasis added).

[9] Matt Villano, "Clif Bar Founders Get into Venture Capital," Entrepreneur Media, Inc., Apr. 15, 2013, http://www.entrepreneur.com/article/225819.

§ 1332(d)(2). If Clif contends that jurisdiction is appropriate under the CAFA as a threshold matter, U.S. District Court jurisdiction still is lacking because the mandatory exceptions codified at 28 U.S.C. § 1332(d)(4)(A) and (B) apply because (a) greater than two-thirds of the members of the Classes are California citizens (and were California citizens at the times of the transactions at issue), Clif is the sole defendant from whom significant relief is sought by members of the Classes, Clif's alleged conduct forms a significant basis for the claims asserted by the Classes, Clif is a California citizen (and was a California citizen at the times of the transactions at issue), and no other class action has been filed concerning Clif's use of Healthy Nutrient Content Claims in the last three years; and/or (b) at least two-thirds of the members of the Classes and Clif are California citizens (and were California citizens at the times of the transactions at issue).

CALIFORNIA AND FEDERAL LAW DEFINE NUTRIENT CONTENT CLAIMS AND PROHIBIT THEIR USE ON FOODS' LABELS EXCEPT WHERE EXPRESSLY APPROVED BY THE FDA

14. The FDCA provides that a food is "misbranded," among other things, "if its labeling is false or misleading in any particular," or if it bears an unauthorized "nutrient content claim." 21 U.S.C. § 343 (a)(1) & (r). The FDCA and California law prohibit selling or distributing misbranded food. *Id.* § 331(a); Cal. Health & Safety Code § 110760. California's Sherman Law incorporates all of the FDA's food-labeling regulations promulgated pursuant to the FDCA. Cal. Health & Safety Code § 110100(a).

15. The FDCA and California Law prohibit all nutrient content claims on foods' labels or labeling, except those that the FDA has expressly authorized by regulation (or which are otherwise exempted). 21 U.S.C. § 343(r)(1)(A); *see also* 56 Fed. Reg. 60,421-01, 60,422 ("This provision [21 U.S.C. § 343(r)(1)(A)] states that a food is misbranded if it bears a claim in its label or labeling that either expressly or implicitly characterizes the level of any nutrient of the type required to be declared as part of nutrition labeling, unless such claim has been specifically defined (or otherwise exempted) by regulation."); Cal Health & Safety Code § 110670 ("Any food is misbranded if its labeling does not conform with the requirements for nutrient content or health claims as set forth in Section 403(r) (21 U.S.C. Sec. 343(r)) of the [FDCA] and the regulations adopted pursuant thereto.")

16. A "nutrient content claim," whether express or implied, is any statement on a food's label or labeling that characterizes the level of certain nutrients. 21 C.F.R. § 101.13(b). One type of "implied nutrient content claim" is a statement suggesting that a food, because of its nutrient content, may be useful in maintaining healthy dietary practices and made in association with an explicit claim or statement about a nutrient (e.g., "healthy, contains 3 grams of fat"). *Id*. § 101.13(b)(2)(ii).

17. This case is about one specific type of implied nutrient content claim that utilizes the term "healthy," its derivative "health," or synonyms of "healthy" ("Healthy Nutrient Content Claims"). A Healthy Nutrient Content Claim is an implied nutrient content claim that: (1) is made in connection with an express or implied statement about a nutrient; (2) utilizes the term "healthy," a derivative thereof, or a synonym thereof; and (3) suggests that a food may help consumers maintain healthy dietary practices because of its nutrient content (e.g., "healthy, contains 3 grams of fat"). *Id.* § 101.65(d)(1)(i)–(ii).

18. Derivatives of "healthy" that may be used in Healthy Nutrient Content Claims include "health," "healthful," "healthfully," "healthfulness," "healthier," "healthiest," "healthily," and "healthiness." *Id.* § 101.65(d)(2).

19. Synonyms of "healthy" that signify Healthy Nutrient Content Claims include "wholesome," "nutritious," "good for you," and "food for today's diet." *See* 59 Fed. Reg. 24,232-01, 24,236.

20. Pursuant to its statutory authority, the FDA, after notice and comment, promulgated 21 C.F.R. § 101.65(d) governing Healthy Nutrient Content Claims. While its "under the hood" minutiae vary, the FDA's rule is straightforward in application: Healthy Nutrient Content Claims may be made only by foods, among other things, not exceeding established maximum levels of total fat and saturated fat. 21 C.F.R. § 101.65(d)(2)(i).

21. The minutiae of the Healthy Nutrient Content Claim requirements depend on the type of food making the claim. All of Clif's LUNA Bars and CLIF Bars at issue in this case are subject to the FDA's "catch-all" category (*id.* § 101.65(d)(2)(i)(F)) because they do not fall within any other specific category identified in 21 C.F.R. § 101.65(d)(2)(i)(A)–(E), i.e., they are not raw fruits or vegetables (*id.* at subsection (A)), frozen or canned fruits or vegetables (*id.* at subsection (B)),

enriched cereal-grain products (*id*. at subsection (C)), seafood or game meat (*id*. at subsection (D)), or "meal products" or "main dish products"[10] (*id*. at subsection (E)).

22. As foods subject to the FDA's "catch-all" category (*id.* § 101.65(d)(2)(i)(F)), the Healthy Nutrient Content Claim requirements applicable to Clif's LUNA Bars and CLIF Bars and relevant to Plaintiffs' claims are as follows:

a. Each LUNA Bar and CLIF Bar must meet the FDA's definition for "low fat" defined in 21 C.F.R. § 101.62(b)(2). Specifically, Clif's LUNA Bars and CLIF Bars must contain no more than 3 grams of fat per 40 grams of total weight. *See id.* § 101.65(d)(2)(i)(F) (requiring "catch-all" foods to be "[l]ow fat as defined in § 101.62(b)(2)"); *id*. § 101.62(b)(2) (defining "low fat" for foods whose reference amounts customarily consumed ("RACCs") are greater than 30 grams, in part, as "contain[ing] 3 g or less of fat per reference amount customarily consumed"); *id.* § 101.12(b) (providing RACC of 40 grams for "[g]rain-based bars with or without filling or coating, e.g., breakfast bars, granola bars, rice cereal bars"); and

b. Each LUNA Bar and CLIF Bar must meet the FDA's definition for "low saturated fat" defined in 21 C.F.R. § 101.62(c)(2). Specifically, Clif's LUNA Bars and CLIF Bars must contain no more than 1 gram of saturated fat per 40 grams of total weight. *See id.* § 101.65(d)(2)(i)(F) (requiring "catch-all" foods to be "[l]ow saturated fat as defined in § 101.62(c)(2)"); *id*. § 101.62(c)(2) (defining "low saturated fat," except for meal products and main dish products, as "contain[ing] 1

[10] None of Clif's LUNA Bars or CLIF Bars are "meal products" or "main dish products" because no LUNA Bar or CLIF Bar weighs at least six ounces per labeled serving. 21 C.F.R. § 101.13(*l*)(1)(i) & (m)(1)(i); *see* Exhibit A, LUNA Whole Nutrition Bars' Labels (identifying grams per labeled serving in Nutrition Facts on back labels); Exhibit B, LUNA Protein Bars' Labels (identifying grams per labeled serving in Nutrition Facts on back labels); Exhibit C, CLIF Kid Organic Zbars' Labels (identifying grams per labeled serving in Nutrition Facts on back labels); Exhibit D, CLIF Kid Protein Zbars' Labels (identifying grams per labeled serving in Nutrition Facts on back labels); Exhibit E, CLIF MOJO Sweet and Salty Trail Mix Bars' Labels (identifying grams per labeled serving in Nutrition Facts on back labels); Exhibit F, CLIF Organic Trail Mix Bars' Labels (identifying grams per labeled serving in Nutrition Facts on back labels); *see also* Wight Hat Ltd., Metric Conversions: Grams to Ounces, http://www.metric-conversions.org/weight/grams-to-ounces.htm (stating that one ounce is equal to 28.349 grams).

g or less of saturated fatty acids per reference amount customarily consumed"); *id.* § 101.12(b) (providing RACC of 40 grams for "[g]rain-based bars with or without filling or coating, e.g., breakfast bars, granola bars, rice cereal bars").

THE FDA, AFTER FACT-FINDING, DETERMINED THAT HEALTHY NUTRIENT CONTENT CLAIMS ARE MATERIAL TO CONSUMERS AND CONVEY THE MESSAGE THAT FOOD CONTRIBUTES TO A HEALTHY DIET

23. Prior to promulgating 21 C.F.R. § 101.65(d) governing Healthy Nutrient Content Claims, the FDA conducted extensive research and fact-finding. The FDA published an initial proposal for defining the term "healthy" (56 Fed. Reg. 60,421), a proposed rule (58 Fed. Reg. 2944), and a final rule (59 Fed. Reg. 24,232-01). The FDA solicited, received, and considered comments in response to its initial proposal for defining the term "healthy" and the proposed rule. In response to the proposed rule, the FDA received comments from approximately fifty (50) sources including consumers, consumer organizations, professional organizations, state and local government agencies, industry, and industry trade associations. 59 Fed. Reg. 24,232-01, 24,232.

24. The FDA considered polls and surveys evaluating consumers' understanding about Healthy Nutrient Content Claims. *Id.* at 24,232–33. The FDA found that this data showed that "healthy" conveys a strong message to consumers about the nutrient content of a food and, further, that consumers associate "healthy" with generally recommended nutrient levels. *Id.* at 24,233. Thus, the FDA found the comments that it received in response to its proposal to define the term "healthy" supported the finding that foods labeled as "healthy" "should be those that can be consumed to assist consumers in maintaining healthy dietary practices, that is, in achieving a total diet that conforms to current dietary recommendations." *Id.* Accordingly, the FDA found that Healthy Nutrient Content Claims are distinguishable from other nutrient content claims because they uniquely characterize "both the level of the nutrient in a food and, derivatively, the food itself." *Id.*

25. The FDA also concluded, based on the information submitted with comments in response to its proposed rule, that consumers understand the term "healthy" to carry particular weight when it is made in conjunction with a specific claim about a nutrient. The FDA found that consumers understand "healthy" to mean "that the food that bears the term necessarily has a nutrient

profile that would be helpful to consumers in structuring a diet that conforms to dietary guidelines" when the term "healthy" is "presented in a context that explicitly or implicitly suggests that the food has a particular nutrient profile." *Id.* at 24,235. Thus, the FDA found that a Healthy Nutrient Content Claim is one where the term "healthy" "appears in association with an explicit or implicit claim or statement about a nutrient[.]" *Id.*

26. Importantly, the FDA also found that "***consumers may tend to rely on the 'healthy' claim rather than reading specific information on the label***." *Id.* at 24,236 (emphasis added). Thus, the FDA emphasized that it was defining the requirements for Healthy Nutrient Content Claims "in such a way that ensures that, ***even if consumers do not read the full label, foods that bear the term will be useful in structuring a healthy diet***." *Id.* (emphasis added).

27. The FDA also found that Healthy Nutrient Content Claims can arise even where the "healthy" statement and the nutrient claim do not necessarily appear adjacent or in direct relation to each other. *See id.* at 24,235 (finding nutrient statement on label of food with "healthy" in brand name would give rise to Healthy Nutrient Content Claim).

28. Furthermore, the FDA found that "derivatives of 'healthy' have the same general meaning and connotation as this term and, thus, when used in food labeling may be construed by consumers to imply that the products on which they appear will be helpful in maintaining healthy dietary practices." *Id.* The FDA therefore chose to regulate derivatives of "healthy," including "health," when they are used in a nutritional context in food labeling, in the same manner as "healthy." *Id.*[11]

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[11] The FDA has sent multiple warning letters to packaged food manufacturers for violations of the Healthy Nutrient Content Claim requirements based on statements using the derivative "health" *alone*, and not "healthy." *See, e.g.*, FDA, Warning Letter to CAW Industries, Inc., Jan. 31, 2012, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/2012/ucm290046.htm (citing statements, "ha[ve] 19 trace minerals such as iron, manganese, copper, iodine, zinc, calcium, potassium, and selenium and many others that are essential to maintaining optimum health," and, "has the same concentration of the 19 trace minerals found in the [product]. These trace minerals such as iron, manganese, copper, iodine, zinc, calcium, potassium, and selenium and many others found in the [product] are essential to maintaining optimum health"); FDA, Warning Letter to North Dallas Big Honey Company, June 24, 2013, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/ 2013/ucm358641.htm (citing statements, "Many people are looking for the health benefits of RAW honey . . . full of antioxidants . . . vitamins, minerals and enzymes," and, "(L]ove its health benefits . . . honey is loaded with antioxidants . . . vitamins . . . minerals . . .").

29. The FDA also found that terms such as "wholesome," "nutritious," and "good for you" can be synonymous with "healthy" and thus constitute Healthy Nutrient Content Claims when used in connection with a nutrient statement. *Id.* at 24,236. Despite "recogniz[ing] that terms such as 'nutritious,' 'wholesome,' and 'good for you' can be implied nutrient content claims when they appear in a nutritional context on a label or in labeling," the FDA did not find that these terms "are necessarily synonymous with 'healthy.'" *Id.* The FDA therefore declined to expressly define these terms as synonymous with "healthy" under all circumstances because "[t]he comments to the 'healthy' proposal have not provided the agency with the information that it would need to develop definitions or to establish these terms as synonyms for the term 'healthy.'" *Id.* Nevertheless, the FDA's interpretation that such terms can be synonymous with its definition of "healthy" and thus subject to the requirements for Healthy Nutrient Content Claims is demonstrated by the FDA's recent regulatory action against a food manufacturer for labeling its product with the "***implied nutrient content claim 'good for you,' which is an unauthorized synonym for 'healthy.'***" Exhibit H, FDA, Warning Letter to Minerva Dairy, Inc., Oct. 9, 2014 (emphasis added), *available at* http://www.fda.gov/ICECI/ EnforcementActions/WarningLetters/2014/ucm418768.htm.

30. In sum, the FDA's factual findings provide in pertinent part as follows:

> Taken together, . . . establish not only that "healthy" conveys a strong message about the nutrient content of a food, but that consumers associate it with the nutrient levels that have generally been recommended over the past few years.
>
> The agency finds, therefore, that the fundamental purpose of a "healthy" claim is to highlight those foods that, based on their nutrient levels, are particularly useful in constructing a diet that confirms to current dietary guidelines.

59 Fed. Reg. 24,232-01, 24,233.

31. The FDA also made findings with regard to the levels of total fat and saturated fat that consumers expect foods bearing Healthy Nutrient Content Claims to contain. The FDA found requiring foods bearing Healthy Nutrient Content Claims to be low in fat and low in saturated fat to be appropriate "because these restrictions recognize the need to reduce dietary intake of fat and saturated fat . . . [and] will assist consumers in constructing a total diet that is consistent with dietary recommendations." *Id*. at 24,238.

32. Furthermore, while the FDA declined to extend its "healthy" definition applicable to Healthy Nutrient Content Claims to all uses of "healthy" on a food's label where not made in conjunction with a nutrient content claim, such "healthy" statements still would render a food misbranded if they render the food's labeling false or misleading. 21 U.S.C. § 343(a)(1) (providing food is misbranded if its labeling is false or misleading "in any particular"); *see also id.* at 24,235 ("FDA finds that under section 403(a) of the act, it has ample authority to ensure that 'healthy' is not used in a misleading manner, even when it is not used in a nutritional context.").

CONGRESS AND THE FDA DETERMINED THAT ALL NUTRIENT CONTENT CLAIMS ARE MATERIAL TO CONSUMERS BECAUSE CONSUMERS RELY ON THEM IN MAKING FOOD CHOICES

33. Congress amended the FDCA by enacting the Nutrition Labeling and Education Act of 1990 ("NLEA"), Pub. Law No. 101-535, 104 Stat. 2353 (1990), in part, to govern nutrient content claims to help consumers make good nutrition choices and to protect them from being misled by the many confusing and contradictory nutrient content claims then appearing on foods' labels. NLEA made "the most significant changes in food labeling law since the passage of the [FDCA]." 56 Fed. Reg. 60,421-01, 60,422. The FDA described the impetus behind the NLEA:

> With the provisions of the 1990 amendments that govern nutrient content claims, Congress sought to put an end to the proliferation of confusing and contradictory nutrient content claims. . . . In order to assist consumers in improving their eating habits, Congress devised a scheme to ensure that nutrient content claims in food labeling will help consumers to make good nutrition choices, not mislead them.

58 Fed. Reg. 2302-01, 2393 (citations to *Congressional Record* omitted).

34. Congress acted because it considered the confusing, contradictory, ambiguous, and unregulated nutrient content claims appearing on foods' labels prior to the NLEA to be harmful to the public. As the FDA described:

> Congress considered existing labeling practices to be harmful to the public because of the "confusing" and "misleading" nutrient content claims made by many manufacturers.
>
> . . .
>
> By enacting the 1990 amendments, Congress sought to ensure that food labeling, including express and implied nutrient content claims, would be accurate, uniform,

> and "based on science." . . . With respect to nutrient content claims, the principal problem that Congress sought to correct was the use of ambiguous, undefined claims like "light" and "low." . . . Experience had shown that consumers were being misled because these terms were being used differently by different manufacturers. . . . Congress recognized that consumers were being hampered in their attempts to achieve a healthy diet by confusing implied nutrient content claims like "light."
>
> . . .
>
> Particular attributes of unregulated nutrition claims on the food label make them inherently misleading. Because nutrition claims are of great importance to the public, they have a greater potential to be deceptive: Representations relating a product to an issue of public concern as a means to induce purchases may take on exaggerated importance in the public mind and thus be more likely to mislead.

Id. at 2393 & 2394 (citations to *Congressional Record* omitted).

35. With the NLEA, Congress chose to address the problem of harmful, confusing, and misleading nutrient content claims and ensure that nutrient content claims are not confusing, contradictory, or misleading by empowering the FDA to regulate nutrient content claims on foods' labels. Only nutrient content claims defined by the FDA would be permitted on foods' labels:

> Because of the misleading character of unregulated, nonstandardized nutrient content claims, Congress legislated that any claim that is not consistent with FDA regulations misbrands a food. . . . By taking this approach, Congress chose to permit only those nutrient content claims that FDA defines or approves, effectively recognizing that unregulated claims mislead the public.

Id. at 2394; *see also* 21 U.S.C. § 343(r)(1)(A) (providing that a food is misbranded if its label or labeling bears a nutrient content claim, except those that the FDA has expressly authorized by regulation or which are otherwise exempted); Open Letter to Industry from Dr. Margaret A. Hamburg, FDA Commissioner (Mar. 3, 2010) [hereinafter "Hamburg Letter"], *available at* http://www.fda.gov/ Food/IngredientsPackagingLabeling/LabelingNutrition/ucm202733.htm ("[W]e urged food manufacturers to examine their product labels in the context of the provisions of the [FDCA] that prohibit false or misleading claims and restrict nutrient content claims to those defined in FDA regulations.").

36. Charged with this mission, the FDA carefully crafted its regulations to ensure that nutrient content claims are meaningful to consumers. *See* 59 Fed. Reg. 47,072-01, 47,077 ("In defining terms for specific nutrient content claims, the agency carefully considered each claim to ensure that it would be meaningful to consumers."); 58 Fed. Reg. 2448-01, 2448 ("FDA has

carefully considered each nutrient content claim to ensure that these definitions will be meaningful to consumers.”).

37. Even before the NLEA, the FDA “ha[d] a long history of interest in prescribing label statements concerning the dietary properties of food,” including nutrient content claims. 56 Fed. Reg. 60,421-01, 60,421.

38. The FDA has described nutrient content claims as one of the “***the most important pieces of information on the PDP*** [principal display panel],” along with the statement of identity. 58 Fed. Reg. 2302-01, 2306 (emphasis added); *see also* 21 C.F.R. § 101.1 (defining “principal display panel” as “the part of a label that is most likely to be displayed, presented, shown, or examined under customary conditions of display for retail sale”).

39. The FDA recognizes that nutrient content claims affect consumers’ food choices by inducing them to adopt more restrictive dietary patterns that will help them maintain healthy dietary practices. *See* 58 Fed. Reg. 2302-01, 2319 (“[T]he agency’s [FDA’s] approach to developing a system of nutrient content claims emphasizes three objectives: (1) Consistency among definitions, (2) claims that are in keeping with public health goals, and (3) claims that can be used by consumers to maintain healthy dietary practices”); 56 Fed. Reg. 60,478-01, 60,478 (stating in pertinent part that FDA had proposed “requirements for label statements relating to oils, fats, and fatty foods used as a means of reducing the dietary intake of fatty acids”).

40. The FDA also recognizes that food manufacturers make nutrient content claims on foods’ labels to market their products to consumers and induce consumers to buy them. That is, the FDA recognizes that for food manufacturers, nutrient content claims are a powerful marketing tool. *See* 79 Fed. Reg. 23,262-01, 23,271 (“Manufacturers are not likely to voluntarily make nutrient content claims if the addition would confuse consumers and negatively impact sales.”); 54 Fed. Reg. 32,610-01, 32,614 (observing that prior to NLEA, “[b]ecause of the growing public interest in eating healthy foods, manufacturers began to place statements on their labels that described their products in ways such as ‘fresh,’ ‘natural,’ ‘low in salt,’ ‘reduced fat,’ and ‘no cholesterol’”).

41. The FDA moreover recognizes the fundamental premise of the provisions of the NLEA governing nutrient content claims: namely, that consumers read nutrient content claims on

foods' labels and, in turn, rely on them in making food choices. *See* 58 Fed. Reg. 2302-01, 2394 (noting in reference to nutrient content claims, "consumers place great reliance on the portions of the food label that they believe to be regulated by the Government"); 56 Fed. Reg. 60,421-01, 60,433 ("FDA surveys have shown that consumers want nutrient content claims and use them in making food selections . . . ."). Underscoring this point, the FDA has cited the U.S. Supreme Court for the proposition that, "***[t]here is an 'immediate connection,' . . . between nutrient content claims on food labels and consumers' food choices***." 58 Fed. Reg. 2302-01, 2394 (citing *Cent. Hudson Gas & Elec. Corp. v. Pub. Serv. Comm'n of New York*, 447 U.S. 557, 569 (1980)) (emphasis added).

42. Since the enactment of the NLEA and the promulgation of the FDA's implementing regulations, Congress has continued to regard nutrient content claims as an important regulatory arena. In 2005, the U.S. Senate Committee on Appropriations directed the FDA to continue focusing on potentially misleading nutrient content claims:

> Given the important nature of the information provided on the food label and in light of the New Dietary Guidelines for Americans 2005, the Committee is interested in ensuring that food labels can be easily understood and reflect information that is factual. ***The Committee is concerned that consumers may be faced with misleading information on caloric and nutrient content and health-related claims, and believes it is vital that consumers are able to trust the accuracy of food labels. Therefore, the Committee directs the FDA to continue to apply resources to efforts that ensure the accuracy of the Nutrition Facts panel and address potentially misleading health and nutrition statements on the food label*** and to report to the Committee by February 1, 2006 on the types of labeling violations discovered and actions taken in response to such violations.

S. Rep. No. 109-92 (June 27, 2005) (emphasis added), *available at* 2005 WL 6407430.

43. In response to the U.S. Senate Committee on Appropriations' directive, the FDA reported in April 2006 that between October 1, 2004 and December 6, 2005 it conducted field examinations of approximately 28,000 food labels, collected 543 samples for nutrient analysis and/or label review, and issued fifty-six (56) warning letters for misbranding violations, including improper nutrient content claims. Exhibit I at p. 3, Andrew C. von Eschenbach, U.S. Food & Drug Admin., Report to Congress on Compliance with Food Label Regulations Under the Food and Drug Administration's Purview, S. Rep. No. 109-92 (Apr. 19, 2006).

44. In 2010, in an open letter to the food industry, former FDA Commissioner Margaret A. Hamburg, MD expressed concern "about the number and variety of label claims that may not help

consumers distinguish healthy food choices from less healthy ones and, indeed, may be false or misleading." Hamburg Letter. To address these concerns, the FDA sent warning letters to many food manufacturers notifying them that "their labels are in violation of the law and subject to legal proceedings to remove misbranded products from the marketplace." *Id.* The FDA's warning letters "cover[ed] a range of concerns about how false or misleading labels can undermine the intention of Congress to provide consumers with labeling information that enables consumers to make informed and healthy food choices," including "***[m]isleading 'healthy' claims continu[ing] to appear on foods that do not meet the long- and well-established definition for use of that term***." *Id.* (emphasis added).

45. In 2011, the U.S. Government Accountability Office reiterated many of the same points that Congress and the FDA had made earlier concerning nutrient content claims, including that consumers increasingly are looking for healthy foods, consumers rely on federally regulated nutrient content claims in making food choices, and food manufacturers use nutrient content claims to market their products to consumers:

> Consumers increasingly seek information on food labels to help them make healthy food choices, and they rely on federal agencies to ensure that such information is truthful. Food companies may use health- and/or nutrient-related claims on food labels to appeal to consumers, distinguish their products from their competitors', and otherwise increase their sales. However, when those claims are false or misleading, consumers' efforts to select healthy food may be undermined.

U.S. Gov't Accountability Office, GAO-11-102, Food Labeling: FDA Needs to Reassess Its Approach to Protecting Consumers from False or Misleading Claims at 1 (2011), *available at* http://www.gao.gov/assets/320/314473.pdf.

46. Additionally, the Federal Trade Commission ("FTC"), whose mission includes eliminating unfair or deceptive acts or practices in advertising and marketing, has had a long-standing view that claims involving health in advertising are "presumptively material" to consumers. *See* FTC Policy Statement on Deception, 103 F.T.C. 110, 1984 WL 565319, at *49 (1984). After enactment of the NLEA, the FTC reinforced its position that claims involving health made in relation to food are "presumptively material," and are likely to affect a consumer's choice or use of

the food. *See* FTC Enforcement Policy Statement on Food Advertising, 1994 WL 642482, at *4 (F.T.C. May 1994).

CLIF'S LABELING OF ITS LUNA BARS AND CLIF BARS UNIFORMLY VIOLATES THE FDA'S REGULATIONS

47. Clif's LUNA Bars and CLIF Bars are uniformly mislabeled for at least two reasons. First, each LUNA Bar and CLIF Bar bears a Healthy Nutrient Content Claim because each LUNA Bar's and CLIF Bar's label uses the term "health" or another synonym of "healthy" in connection with a nutrient statement. Second, each LUNA Bar and CLIF Bar fails to comply with the FDA's requirements for Healthy Nutrient Content Claims because each LUNA Bar and CLIF Bar has more total fat and/or saturated fat than is permitted for a food bearing a Healthy Nutrient Content Claim. Each LUNA Bar and CLIF Bar bears a Healthy Nutrient Content Claim that may be ascertained by reference to statements on each LUNA Bar's and CLIF Bar's labeling. *See* Exhibit A, LUNA Whole Nutrition Bars' Labels; Exhibit B, LUNA Protein Bars' Labels; Exhibit C, CLIF Kid Organic Zbars' Labels; Exhibit D, CLIF Kid Protein Zbars' Labels; Exhibit E, CLIF MOJO Sweet and Salty Trail Mix Bars' Labels; Exhibit F, CLIF Organic Trail Mix Bars' Labels. Moreover, each LUNA Bar's and CLIF Bar's violation(s) of California's and the FDA's requirements for Healthy Nutrient Content Claims may be ascertained by comparing the specific requirements to the Nutrition Facts information on the each LUNA Bar's and CLIF Bar's labeling.

48. As reflected in ¶¶ 54–55, *infra*, each LUNA Bar's label states "health," which is a derivative of "healthy." *See* ¶¶ 18, 28, *supra*. Additionally, as reflected in ¶¶ 54–55, *infra*, each LUNA Bar's label also states "Whole Nutrition" and/or "nutrition," which are synonyms of "healthy" as used on the LUNA Bars' labels. *See* ¶¶ 19, 29, *supra*.

49. As reflected in ¶¶ 54–55, *infra*, each LUNA Bar's label bears an express or implied statement that it contains one or more of the following nutrients:

a. "protein" (*see* 21 U.S.C. § 343(q)(1)(D));

b. "fiber" (*see* 21 U.S.C. § 343(q)(1)(D));

c. "calcium" (*see* 21 C.F.R. § 101.9(c)(8)(ii));

d. "iron" (*see* 21 C.F.R. § 101.9(c)(8)(ii));

e. "folic acid" (*see* 21 C.F.R. § 101.9(c)(8)(iv));

f. "vitamin D" (*see* 21 C.F.R. § 101.9(c)(8)(iv)); and

g. "total fat" (*see* 21 U.S.C. § 343(q)(1)(D)).

50. As reflected in ¶¶ 54–55, *infra*, each LUNA Bar violates the FDA's regulation governing Healthy Nutrient Content Claims for both of the following reasons:

a. High in fat (*see* 21 C.F.R. § 101.62(b)(2)); and

b. High in saturated fat (*see* 21 C.F.R. § 101.62(c)(2)).

51. As reflected in ¶¶ 56–59, *infra*, each CLIF Bar's label states "wholesome," "nutritious," that it is "good for . . . our bodies," and/or that it contains ingredients "to keep kids . . . growing," which are synonyms of "healthy" as used on the CLIF Bars' labels. *See* ¶¶ 19, 29, *supra*.

52. As reflected in ¶¶ 56–59, *infra*, each CLIF Bar's label bears an express or implied statement that it contains one or more of the following nutrients:

a. "fiber" (*see* 21 U.S.C. § 343(q)(1)(D));

b. "protein" (*see* 21 U.S.C. § 343(q)(1)(D));

c. "total fat" (*see* 21 U.S.C. § 343(q)(1)(D)); and

d. "sodium" (*see* 21 U.S.C. § 343(q)(1)(D)).

53. As reflected in ¶¶ 56–59, *infra*, each CLIF Bar violates the FDA's regulation governing Healthy Nutrient Content Claims for one or more of the following reasons:

a. High in fat (*see* 21 C.F.R. § 101.62(b)(2)); and

b. High in saturated fat (*see* 21 C.F.R. § 101.62(c)(2)).

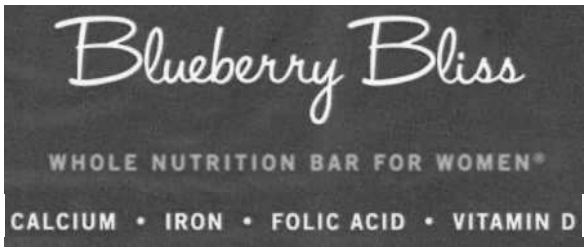
54. Each of Clif's LUNA Whole Nutrition Bars identified in ¶ 1 n.1 bears a Healthy Nutrient Content Claim and fails to comply with the FDA's requirements for Healthy Nutrient Content Claims for the reasons stated in ¶¶ 47–50, *supra*. To illustrate this uniform mislabeling for each LUNA Whole Nutrition Bar, included in Exhibit A is a list detailing each LUNA Whole Nutrition Bar's: (1) label's healthy statement(s) subject to 21 C.F.R. § 101.65(d) ("Healthy Statements"); (2) label's express or implied nutrient content statements ("Nutrient Content Statements"); and (3) violations of the FDA's requirements for Healthy Nutrient Content Claims, i.e., 21 C.F.R. § 101.65(d). As an example of Clif's unlawful and misleading Healthy Nutrient

Content Claims on its LUNA Whole Nutrition Bars' labels, a scan of the LUNA Whole Nutrition Blueberry Bliss Bar's label is provided below, in addition to being included with the other LUNA Whole Nutrition Bars' labels in Exhibit A. By way of example, the Healthy Statements and Nutrient Content Statements for the LUNA Whole Nutrition Blueberry Bliss Bar giving rise to the Healthy Nutrient Content Claim are enlarged to make them easier to read in this Complaint. The other LUNA Whole Nutrition Bars identified in ¶ 1 n.1, *supra*, and included in Exhibit A also bear Healthy Nutrient Content Claims because their labels included the same Healthy Statements as Clif's LUNA Whole Nutrition Blueberry Bliss Bar and materially similar Nutrient Content Statements.

a. **<u>LUNA Whole Nutrition Blueberry Bliss Bar</u>**

i. Healthy Statements (emphasis added)

1. "***<u>Whole Nutrition</u>*** Bar for Women"



2. "With the CORE 4 vitamins and minerals essential to women's ***health*** – calcium, iron, folic acid, and vitamin D – plus 8 grams of protein and 3 grams of fiber, LUNA does it all, beautifully."

70% organic snack that multitasks! With the **CORE 4*** vitamins and minerals essential to women's health – **calcium, iron, folic acid, and vitamin D** – plus 8 grams of protein and 3 grams of fiber,† LUNA does it all, beautifully. Feel the power of positive snacking. ***– The Women of LUNA***

3. "[T]he CORE 4 nutrients are listed because of their importance to many women seeking to maintain their ***health***."

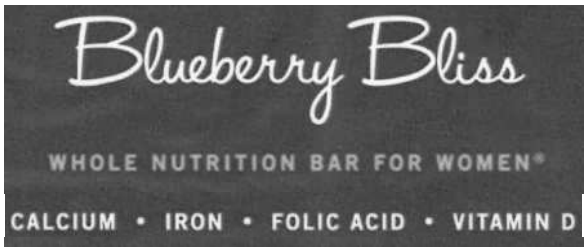
**While other nutrients are also essential for human nutrition, the CORE 4 nutrients are listed because of their importance to many women seeking to maintain their health.*

ii. Nutrient Content Statements

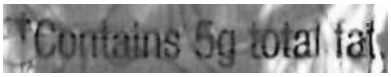
1. "8g Protein"

2. "3g Fiber"

3. "Calcium · Iron · Folic Acid · Vitamin D"



4. "5g total fat"



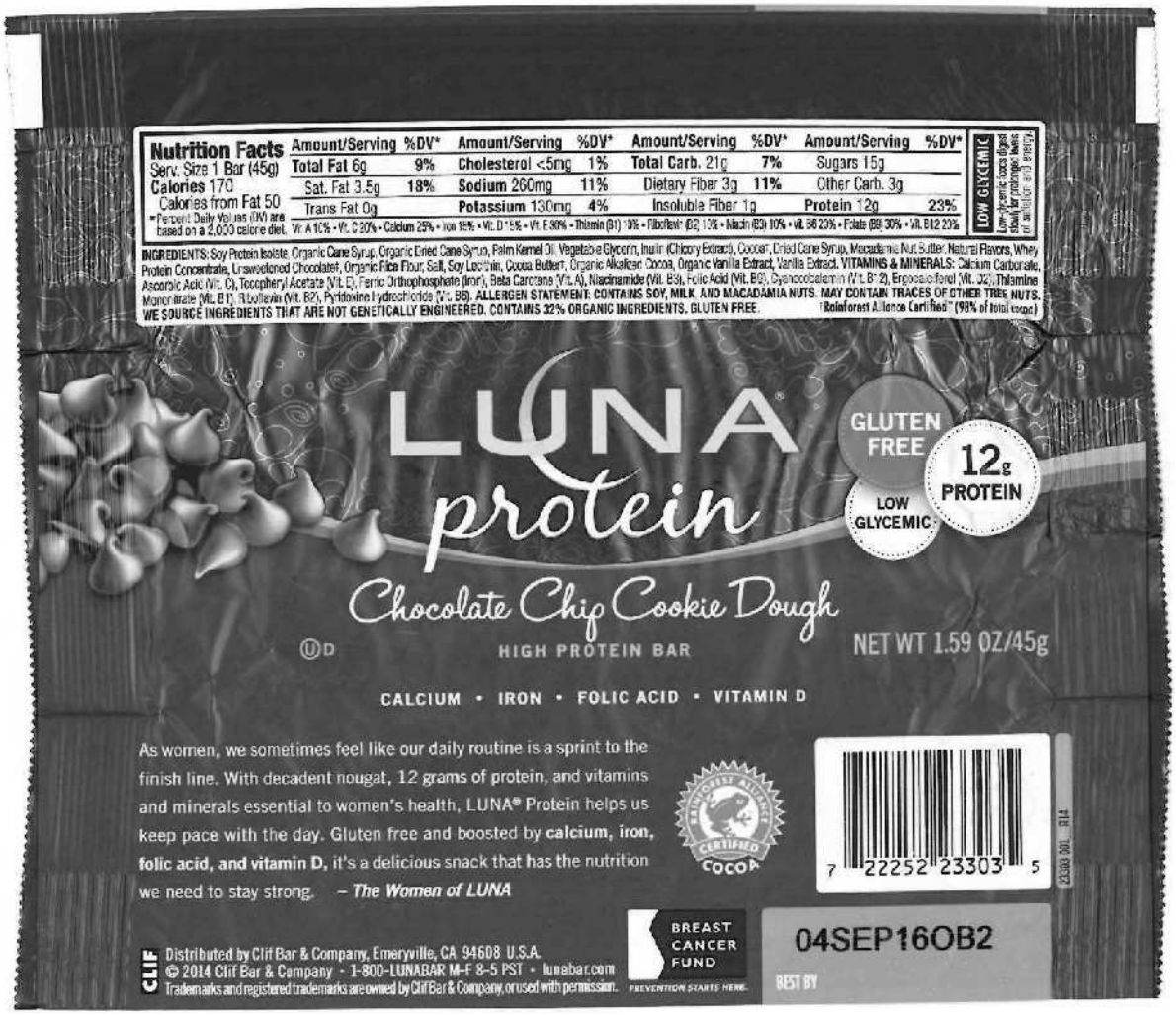
iii. Violations of FDA Regulations

1. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 4.17 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

2. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 1.67 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

55. Each of Clif's LUNA Protein Bars identified in ¶ 1 n.1 bears a Healthy Nutrient Content Claim and fails to comply with the FDA's requirements for Healthy Nutrient Content Claims for the reasons stated in ¶¶ 47–50, *supra*. To illustrate this uniform mislabeling for each LUNA Protein Bar, included in Exhibit B is a list detailing each LUNA Protein Bar's: (1) label's healthy statement(s) subject to 21 C.F.R. § 101.65(d) ("Healthy Statements"); (2) label's express or implied nutrient content statements ("Nutrient Content Statements"); and (3) violations of the FDA's requirements for Healthy Nutrient Content Claims, i.e., 21 C.F.R. § 101.65(d). As an example of Clif's unlawful and misleading Healthy Nutrient Content Claims on its LUNA Protein Bars' labels, a scan of the LUNA Chocolate Chip Cookie Dough Protein Bar's label is provided below, in addition to being included with the other LUNA Protein Bars' labels in Exhibit B. By way of example, the Healthy Statements and Nutrient Content Statements for the LUNA Chocolate Chip Cookie Dough Protein Bar giving rise to the Healthy Nutrient Content Claim are enlarged to make them easier to

read in this Complaint. The other LUNA Protein Bars identified in ¶ 1 n.1, *supra*, and included in Exhibit B also bear Healthy Nutrient Content Claims because their labels included the same Healthy Statements and the same Nutrient Content Statements as Clif's LUNA Chocolate Chip Cookie Dough Protein Bar.



a. **<u>LUNA Chocolate Chip Cookie Dough Protein Bar</u>**

i. Healthy Statements (emphasis added)

1. "With decadent nougat, 12 grams of protein, and vitamins and minerals essential to women's ***<u>health</u>***, LUNA Protein helps us keep pace with the day."

2. "Gluten free and boosted by calcium, iron, folic acid, and vitamin D, it's a delicious snack that has the ***nutrition*** we need to stay strong."

finish line. With decadent nougat, 12 grams of protein, and vitamins and minerals essential to women's health, LUNA® Protein helps us keep pace with the day. Gluten free and boosted by **calcium, iron, folic acid, and vitamin D,** it's a delicious snack that has the nutrition we need to stay strong. – ***The Women of LUNA***

ii. Nutrient Content Statements

1. "12g Protein"

2. "Calcium · Iron · Folic Acid · Vitamin D"

3. "High Protein Bar"

4. "vitamins and minerals"

5. "boosted by calcium, iron, folic acid, and vitamin D"

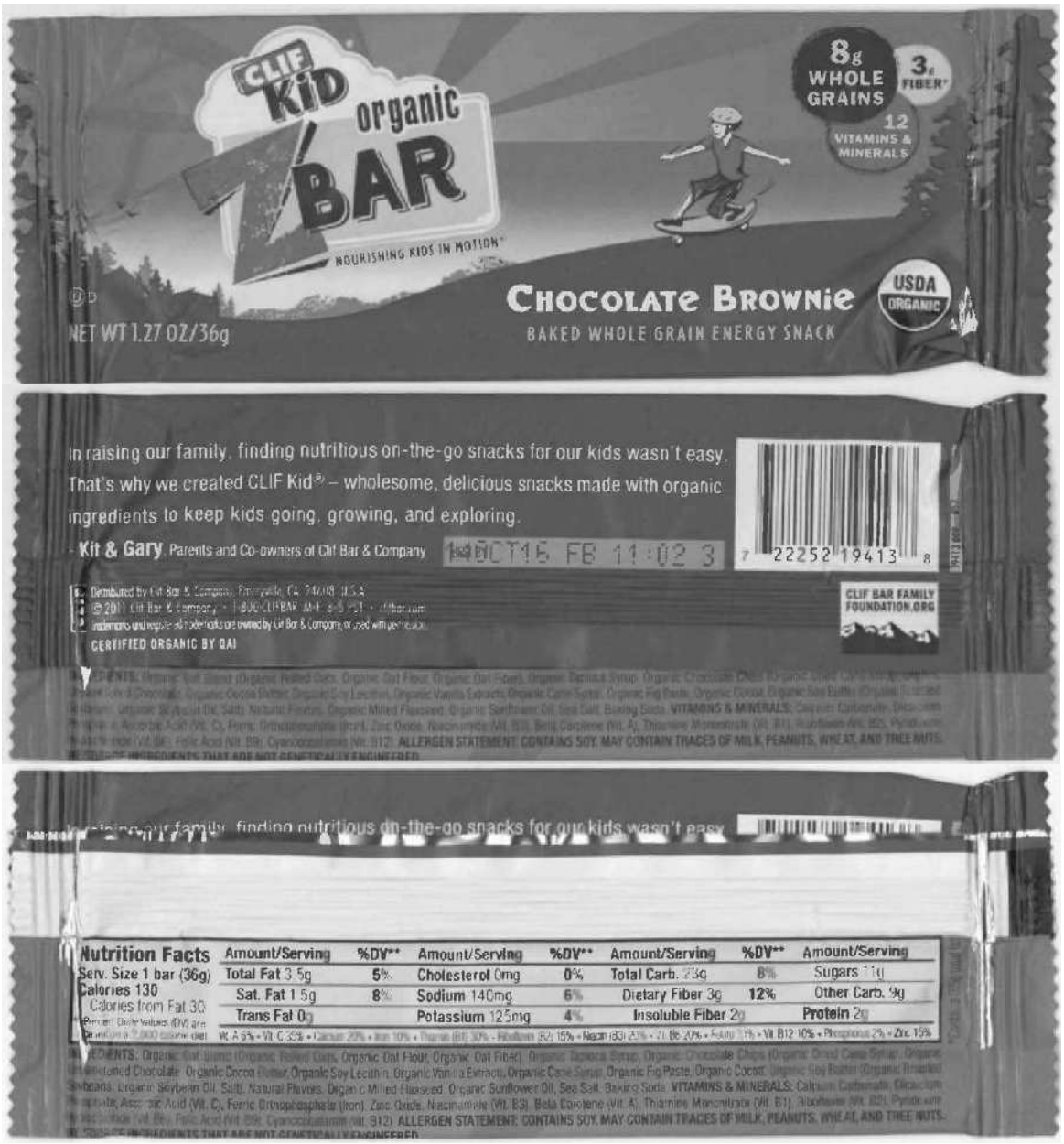
finish line. With decadent nougat, 12 grams of protein, and vitamins and minerals essential to women's health, LUNA® Protein helps us keep pace with the day. Gluten free and boosted by **calcium, iron, folic acid, and vitamin D,** it's a delicious snack that has the nutrition we need to stay strong. – ***The Women of LUNA***

iii. Violations of FDA Regulations

1. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 5.33 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

2. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 3.11 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

56. Each of Clif's CLIF Kid Organic Zbars identified in ¶ 1 n.2 bears a Healthy Nutrient Content Claim and fails to comply with the FDA's requirements for Healthy Nutrient Content Claims for the reasons stated in ¶¶ 47, 51–53, *supra*. To illustrate this uniform mislabeling for each CLIF Kid Organic Zbar, included in Exhibit C is a list detailing each CLIF Kid Organic Zbar's: (1) label's healthy statement(s) subject to 21 C.F.R. § 101.65(d) ("Healthy Statements"); (2) label's express or implied nutrient content statements ("Nutrient Content Statements"); and (3) violations of the FDA's requirements for Healthy Nutrient Content Claims, i.e., 21 C.F.R. § 101.65(d). As an example of Clif's unlawful and misleading Healthy Nutrient Content Claims on its CLIF Kid Organic Zbars' labels, scans of the CLIF Kid Organic Chocolate Brownie ZBar's label are provided below, in addition to being included with the other CLIF Kid Organic ZBars' labels in Exhibit C. By way of example, the Healthy Statement and Nutrient Content Statements for the CLIF Kid Organic Chocolate Brownie ZBar giving rise to the Healthy Nutrient Content Claim are enlarged to make them easier to read in this Complaint. The other CLIF Kid Organic Zbars identified in ¶ 1 n.2, *supra*, and included in Exhibit C also bear Healthy Nutrient Content Claims because their labels included the same Healthy Statement as Clif's CLIF Kid Organic Chocolate Brownie ZBar and materially similar Nutrient Content Statements.



a. **<u>CLIF Kid Organic Chocolate Brownie Zbar</u>**

i. Healthy Statements (emphasis added)

1. "In raising our family, finding ***<u>nutritious</u>*** on-the-go snacks for our kids wasn't easy. That's why we created CLIF Kid—***<u>wholesome</u>***, delicious snacks made with organic ingredients ***<u>to keep kids</u>*** going, ***<u>growing</u>***, and exploring."

In raising our family, finding nutritious on-the-go snacks for our kids wasn't easy. That's why we created CLIF Kid® – wholesome, delicious snacks made with organic ingredients to keep kids going, growing, and exploring.

ii. Nutrient Content Statements

1. "3g Fiber"

2. "12 Vitamins & Minerals"

3. "3.5g total fat"

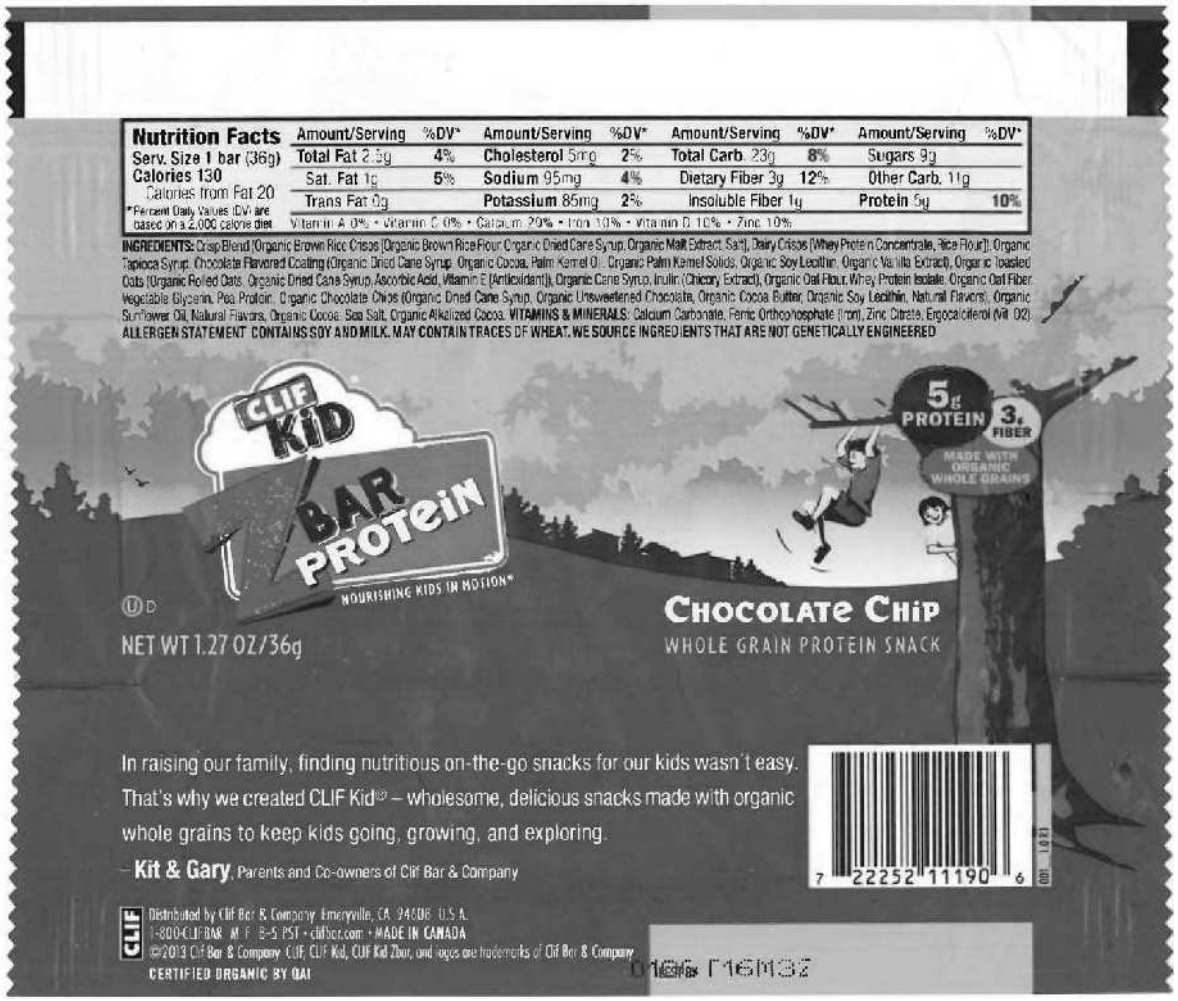
iii. Violations of FDA Regulations

1. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 3.89 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

2. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 1.67

grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

57. Each of Clif's CLIF Kid Protein Zbars identified in ¶ 1 n.2 bears a Healthy Nutrient Content Claim and fails to comply with the FDA's requirements for Healthy Nutrient Content Claims for the reasons stated in ¶¶ 47, 51–53, *supra*. To illustrate this uniform mislabeling for each CLIF Kid Protein Zbar, included in Exhibit D is a list detailing each CLIF Kid Protein Zbar's: (1) label's healthy statement(s) subject to 21 C.F.R. § 101.65(d) ("Healthy Statements"); (2) label's express or implied nutrient content statements ("Nutrient Content Statements"); and (3) violations of the FDA's requirements for Healthy Nutrient Content Claims, i.e., 21 C.F.R. § 101.65(d). As an example of Clif's unlawful and misleading Healthy Nutrient Content Claims on its CLIF Kid Protein Zbars' labels, a scan of the CLIF Kid Chocolate Chip Protein ZBar's label is provided below, in addition to being included with the other CLIF Kid Protein ZBars' labels in Exhibit D. By way of example, the Healthy Statement and Nutrient Content Statements for the CLIF Kid Chocolate Chip Protein ZBar giving rise to the Healthy Nutrient Content Claim are enlarged to make them easier to read in this Complaint. The other CLIF Kid Protein Zbars identified in ¶ 1 n.2, *supra*, and included in Exhibit D also bear Healthy Nutrient Content Claims because their labels included the same Healthy Statement as Clif's CLIF Kid Chocolate Chip Protein ZBar and materially similar Nutrient Content Statements.



a. **<u>CLIF Kid Chocolate Chip Protein ZBar</u>**

i. Healthy Statements (emphasis added)

1. "In raising our family, finding ***<u>nutritious</u>*** on-the-go snacks for our kids wasn't easy. That's why we created CLIF Kid—***<u>wholesome</u>***, delicious snacks made with organic whole grains ***<u>to keep kids</u>*** going, ***<u>growing</u>***, and exploring."

> In raising our family, finding nutritious on-the-go snacks for our kids wasn't easy. That's why we created CLIF Kid® – wholesome, delicious snacks made with organic whole grains to keep kids going, growing, and exploring.

ii. Nutrient Content Statements

1. "5g Protein"

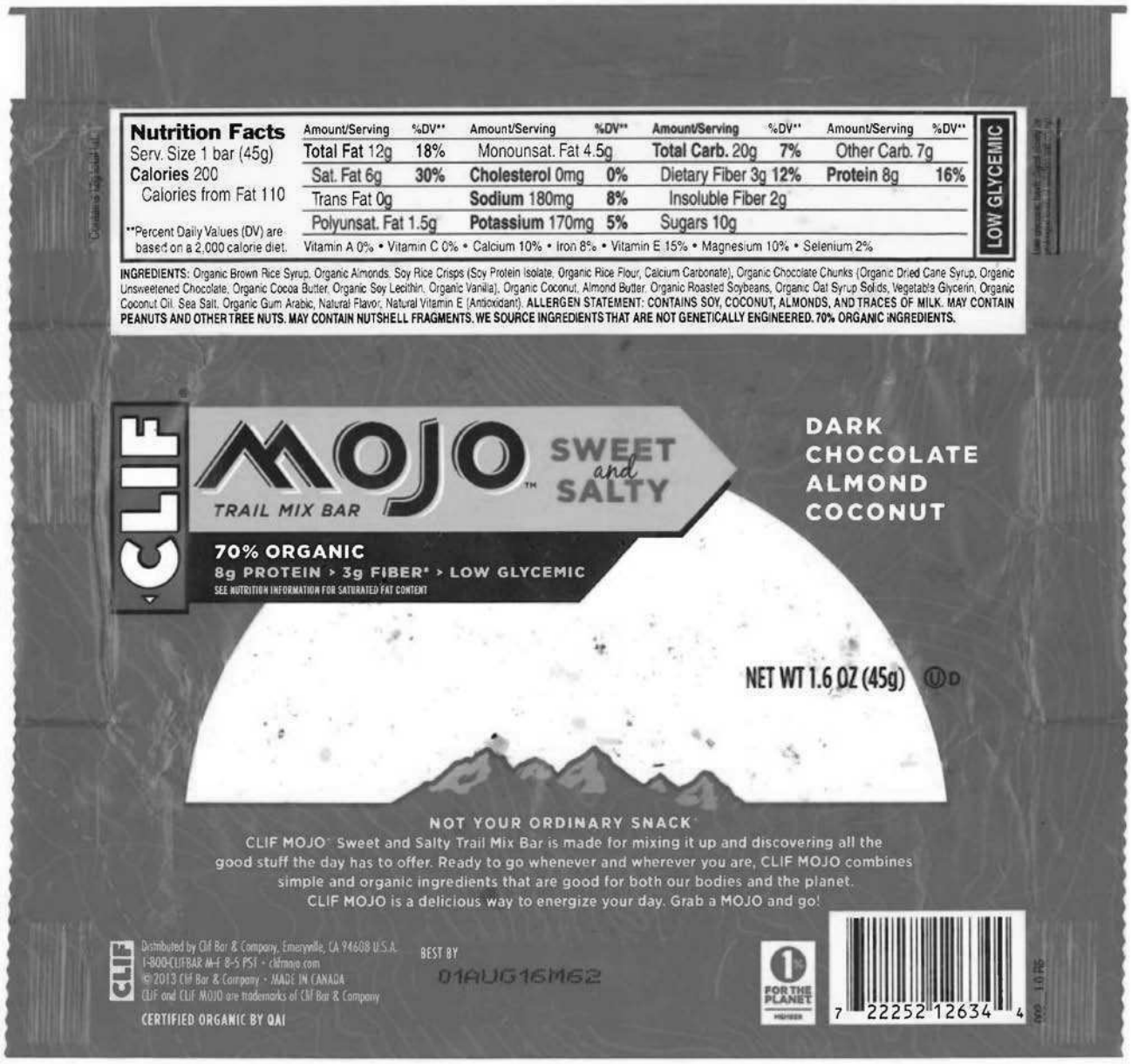
2. "3g Fiber"

iii. Violations of FDA Regulations

1. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 1.11 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

58. Each of Clif's CLIF MOJO Sweet and Salty Trail Mix Bars identified in ¶ 1 n.2 bears a Healthy Nutrient Content Claim and fails to comply with the FDA's requirements for Healthy Nutrient Content Claims for the reasons stated in ¶¶ 47, 51–53, *supra*. To illustrate this uniform mislabeling for each CLIF MOJO Sweet and Salty Trail Mix Bar, included in Exhibit E is a list detailing each CLIF MOJO Sweet and Salty Trail Mix Bar's: (1) label's healthy statement(s) subject to 21 C.F.R. § 101.65(d) ("Healthy Statements"); (2) label's express or implied nutrient content statements ("Nutrient Content Statements"); and (3) violations of the FDA's requirements for Healthy Nutrient Content Claims, i.e., 21 C.F.R. § 101.65(d). As an example of Clif's unlawful and misleading Healthy Nutrient Content Claims on its CLIF MOJO Sweet and Salty Trail Mix Bars' labels, a scan of the CLIF MOJO Sweet and Salty Dark Chocolate Almond Coconut Trail Mix Bar's label is provided below, in addition to being included with the other CLIF MOJO Sweet and Salty Trail Mix Bars' labels in Exhibit E. By way of example, the Healthy Statement and Nutrient Content Statements for the CLIF MOJO Sweet and Salty Dark Chocolate Almond Coconut Trail Mix Bar giving rise to the Healthy Nutrient Content Claim are enlarged to make them easier to read in this Complaint. The other CLIF MOJO Sweet and Salty Trail Mix Bars identified in ¶ 1 n.2, *supra*, and included in Exhibit E also bear Healthy Nutrient Content Claims because their labels

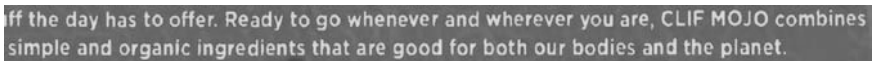
included the same Healthy Statement as Clif's CLIF MOJO Sweet and Salty Dark Chocolate Almond Coconut Trail Mix Bar and materially similar Nutrient Content Statements.



a. **<u>CLIF MOJO Sweet and Salty Dark Chocolate Almond Coconut Trail Mix Bar</u>**

i. Healthy Statements (emphasis added)

1. "Ready to go whenever and wherever you are, CLIF MOJO combines simple and organic ingredients that are ***<u>good for</u>*** both ***<u>our bodies</u>*** and the planet."



ii. Nutrient Content Statements

1. "8g Protein"

2. "3g Fiber"

3. "12g total fat"

iii. Violations of FDA Regulations

1. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 10.67 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

2. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 5.33 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

59. Each of Clif's CLIF Organic Trail Mix Bars identified in ¶ 1 n.2 bears a Healthy Nutrient Content Claim and fails to comply with the FDA's requirements for Healthy Nutrient Content Claims for the reasons stated in ¶¶ 47, 51–53, *supra*. To illustrate this uniform mislabeling for each CLIF Organic Trail Mix Bar, included in Exhibit F is a list detailing each CLIF Organic Trail Mix Bar's: (1) label's healthy statement(s) subject to 21 C.F.R. § 101.65(d) ("Healthy Statements"); (2) label's express or implied nutrient content statements ("Nutrient Content Statements"); and (3) violations of the FDA's requirements for Healthy Nutrient Content Claims, i.e., 21 C.F.R. § 101.65(d). As an example of Clif's unlawful and misleading Healthy Nutrient Content Claims on its CLIF Organic Trail Mix Bars' labels, a scan of the CLIF Dark Chocolate Almond Sea Salt Organic Trail Mix Bar's label is provided below, in addition to being included with

the other CLIF Organic Trail Mix Bars' labels in Exhibit F. By way of example, the Healthy Statement and Nutrient Content Statements for the CLIF Dark Chocolate Almond Sea Salt Organic Trail Mix Bar giving rise to the Healthy Nutrient Content Claim are enlarged to make them easier to read in this Complaint. The other CLIF Organic Trail Mix Bars identified in ¶ 1 n.2, *supra*, and included in Exhibit F also bear Healthy Nutrient Content Claims because their labels included the same Healthy Statement as Clif's CLIF Dark Chocolate Almond Sea Salt Organic Trail Mix Bar and materially similar Nutrient Content Statements.

a. **<u>CLIF Dark Chocolate Almond Sea Salt Organic Trail Mix Bar</u>**

i. Healthy Statements (emphasis added)

1. "Combining simple and organic ingredients that are ***<u>good for</u>*** both ***<u>our bodies</u>*** and the planet, our trail mix bar comes in

flavors for just about every occasion—no matter where the trail takes you."

up and discovering all the good stuff the day has to offer. Combining simple and organic ingredients that are good for both our bodies and the planet, our trail mix bar comes in flavors for just about every occasion—no matter where the trail takes you.

ii. Nutrient Content Statements

1. "3g Fiber"

3g Fiber

iii. Violations of FDA Regulations

1. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 13 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

2. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 3 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

60. Clif's labels portray the false and misleading impression that the LUNA Bars and CLIF Bars have a nutrient profile consistent with dietary recommendations. Further, Clif's abuse of Healthy Nutrient Content Claims parallels conduct giving rise to enforcement action by the FDA against other packaged food manufacturers. Since 2007, the FDA has sent warning letters to at least twenty (20) packaged food manufacturers – including nine in 2015 alone – stating that each manufacturer's products were misbranded under 21 U.S.C. § 403(r)(1)(A) for bearing Healthy Nutrient Content Claims but failing to meet the FDA's requirements for use of such claims.[12] The

[12] *See* FDA, Warning Letter to Everything Spelt Company, Inc., Mar. 30, 2007, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/2006/ucm076345.htm; FDA, Warning Letter to Ken's Foods, Inc., Feb. 22, 2010, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/ucm202830.htm; FDA, Warning Letter to Nestle Nutrition, Feb. 22, 2010, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/2010/ucm202821.htm; FDA, Warning Letter to CytoSport, Inc., June 29, 2011, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/ucm261684.htm; FDA, Warning Letter to CAW Industries, Inc., Jan. 31, 2012, http://www.fda.gov/

FDA identified as Healthy Nutrient Content Claims statements in parallel with those that Clif makes on its products such as, "deliciously sweet and healthy diced plums . . .,"[13] "A Healthy Butter!",[14] "HEALTHY EVERYDAY SNACK!",[15] and, "healthy and tasty."[16]

61. Moreover, Clif's LUNA Bars and CLIF Bars are mislabeled with improper Healthy Nutrient Content Claims in nearly identical fashion to four similar snack bars manufactured by Kind, LLC ("Kind"), which the FDA identified in a warning letter to Kind dated March 17, 2015, attached hereto as Exhibit J. The FDA identified as Healthy Nutrient Content Claims on Kind's products and its website the statements, "Healthy and tasty, convenient and wholesome," "There's healthy.

ICECI/EnforcementActions/WarningLetters/2012/ucm290046.htm; FDA, Warning Letter to Hail Merry, LLC, Oct. 23, 2012, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/2012/ucm326550.htm; FDA, Warning Letter to North Dallas Big Honey Company, June 24, 2013, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/2013/ucm358641.htm; FDA, Warning Letter to Waterwheel Premium Foods Pty Limited, July 26, 2013, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/2013/ucm364729.htm; FDA, Warning Letter to Premier Organics Inc., Aug. 12, 2014, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/2014/ucm417246.htm; FDA, Warning Letter to Sunsweet Growers Inc., Oct. 2, 2014, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/ucm428002.htm; FDA, Warning Letter to Minerva Dairy, Inc., Oct. 9, 2014, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/2014/ucm418768.htm; FDA, Warning Letter to Carrington Farms, Jan. 13, 2015, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/ucm433444.htm; FDA, Warning Letter to Bragg Live Food Products, Inc., Mar. 4, 2015, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/ucm437839.htm; FDA, Warning Letter to Kind, LLC, Mar. 17, 2015, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/ucm440942.htm; FDA, Warning Letter to Yummy Earth Inc., Apr. 2, 2015, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/2015/ucm442130.htm; FDA, Warning Letter to Laughing Giraffe Organics, May 12, 2015, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/2015/ucm453687.htm; FDA, Warning Letter to Wonder Natural Foods Corp., July 13, 2015, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/2015/ucm460910.htm; FDA, Warning Letter to Quest Nutrition, LLC, July 29, 2015, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/2015/ucm460915.htm; FDA, Warning Letter to Red Mill Farms LLC, Sept. 17, 2015, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/2015/ucm463598.htm; FDA, Warning Letter to Ribon Company, Ltd., Oct. 5, 2015, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/2015/ucm465792.htm.

[13] FDA, Warning Letter to Sunsweet Growers Inc., Oct. 2, 2014, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/ucm428002.htm.

[14] FDA, Warning Letter to Minerva Dairy, Inc., Oct. 9, 2014, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/2014/ucm418768.htm.

[15] FDA, Warning Letter to Laughing Giraffe Organics, May 12, 2015, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/2015/ucm453687.htm.

[16] FDA, Warning Letter to Ribon Company, Ltd., Oct. 5, 2015, http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/2015/ucm465792.htm.

There's tasty. Then there's healthy and tasty," "all of our snacks are pretty much the nirvana of healthful tastiness," and, "KIND Peanut Butter Dark Chocolate + Protein is a healthy and satisfying blend of peanuts and antioxidant-rich dark chocolate." *Id.* at p. 2 The FDA stated that Kind's products did not meet the requirements for use of Healthy Nutrient Content Claims because they exceeded the maximum saturated fat requirements for use of such claims, i.e., each Kind snack bar contained more than 1 gram of saturated fat per 40 grams of total weight. *Id.* at pp. 2–3; *see also* ¶ 22(b) (describing maximum saturated fat requirement). Just as with Kind, Clif's LUNA Bars and CLIF Bars similarly do not meet the requirements for use of Healthy Nutrient Content Claims because they exceed the maximum saturated fat requirements (in addition to the maximum total fat requirements) to allow Clif to make use of such claims.

62. According to FDA policy and practice, it issues warning letters such as those identified in ¶¶ 60–61 "only for violations of regulatory significance." FDA, Regulatory Procedures Manual at 4-2 (July 2012), *available at* http://www.fda.gov/downloads/ICECI/ComplianceManuals/RegulatoryProceduresManual/UCM074330.pdf. Warning letters "communicate[] the agency's position on a matter" and are intended "to correct violations of the statutes or regulations." *Id.*; *see also* Hamburg Letter (stating that warning letters "convey our [FDA's] regulatory intentions"). In its regulatory capacity over food labeling, the FDA issues warning letters to clarify food-labeling requirements and provide labeling instruction to food manufacturers. *See* Hamburg Letter ("I will close with the hope that these warning letters will give food manufacturers further clarification about what is expected of them as they review their current labeling.").

63. Independent of the FDA's requirements for Healthy Nutrient Content Claims, each LUNA Bar's and CLIF Bar's labeling violates the FDCA and California law because its label is false and misleading under the general standard. As alleged throughout this Complaint, Clif utilizes "health" and/or synonyms of "healthy" in conjunction with claims that the LUNA Bars and CLIF Bars contain nutrients that consumers understand as beneficial and healthful such as protein, fiber, calcium, iron, folic acid, and vitamin D. The FDA's factual findings outlined above confirm that consumers reasonably expect foods representing themselves as being "healthy" or supporting "health" because they contain these perceived beneficial nutrients are actually healthy and do not

contain unhealthy levels of fat and saturated fat. Thus, each LUNA Bar's and CLIF Bar's label is false and misleading under the general standard because each LUNA Bar and CLIF Bar misrepresents to consumers that it is healthy when, in fact, each product contains large quantities of unhealthy substances. *See* 21 U.S.C. § 343(a)(1).

CLIF REFUSED TO CEASE ITS WRONGDOING

64. On October 20, 2015, Plaintiff Perieff and his counsel notified Clif of the allegations in this Complaint concerning its CLIF Bars and LUNA Bars via letter pursuant to the CLRA, Cal. Civ. Code §§ 1750–85. A copy of Plaintiff Perieff's CLRA letter to Clif (labels omitted) is attached hereto as Exhibit K. Clif's agents signed the U.S. mail return receipt form confirming that Clif received Plaintiff Perieff's CLRA letter by October 26, 2015. *Id.* at pp. 15–16.

65. Plaintiff Perieff's CLRA letter put Clif on notice of the allegations in this Complaint concerning its CLIF Bars and LUNA Bars and demanded, *inter alia*, that Clif cease selling in California the CLIF Bars and LUNA Bars bearing the unlawful, false, and misleading labels described herein. *Id.* at pp. 1–14.

66. Clif responded to Plaintiff Perieff's CLRA letter by letter dated November 20, 2015. A copy of Clif's response to Plaintiff Perieff's CLRA letter is attached here as Exhibit L. In its response, Clif denied that its CLIF Bars and LUNA Bars were mislabeled, indicated that it would not change its CLIF Bars' or LUNA Bars' labels, and advised Plaintiff Perieff and his counsel to "not throw good money after bad." *Id.* at p. 4.

67. On December 21, 2015, Plaintiff Cheslow and her counsel provided Clif with greater detail about the allegations in this Complaint concerning its LUNA Bars via letter pursuant to the CLRA, Cal. Civ. Code §§ 1750–85. A copy of Plaintiff Cheslow's CLRA letter to Clif (labels omitted) is attached hereto as Exhibit M. Clif's agents signed the U.S. mail return receipt forms confirming that Clif received Plaintiff Cheslow's CLRA letter by December 28, 2015. *Id.* at pp. 24–25.

68. Plaintiff Cheslow's CLRA letter put Clif on notice of the same allegations in this Complaint concerning its LUNA Bars as were previously made in Plaintiff Perieff's CLRA letter,

and demanded, *inter alia*, that Clif cease selling in California the LUNA Bars bearing the unlawful, false, and misleading labels described herein. *Id*. at pp. 1–23.

69. Clif never responded to Plaintiff Cheslow's CLRA letter, presumably standing by its prior response to Plaintiff Perieff's CLRA letter indicating that it would not change its LUNA Bars' labels.

70. Although Clif now has had ample notice of Plaintiffs' allegations that its LUNA Bars' and CLIF Bars' labeling is unlawful, false, and misleading as described herein and had an opportunity to address Plaintiffs' demands, Clif has failed to do so.

CLASS ACTION ALLEGATIONS

I. Class Action Allegations Relating to Purchases of Clif's LUNA Bars

71. This action asserts claims relating to purchases of Clif's LUNA Bars on behalf of two California Classes pursuant to Cal. Civ. Proc. Code § 382, defined as follows:

The LUNA Bars Damages Class

All California citizens who purchased Clif's LUNA Bars packaged food products[17] that were labeled with derivatives of "healthy" such as "health," and/or synonyms thereof, i.e.,"Whole Nutrition" and/or "nutrition," and a statement about the level of protein, fiber, calcium, iron, folic acid, vitamin D, and/or fat that did not meet the nutrient levels required by the FDA when making a Healthy Nutrient Content Claim.

The LUNA Bars Declaratory/Injunctive Class

All California citizens.

72. Excluded from the LUNA Bars Damages and Declaratory/Injunctive Classes are: (i) Clif Bar & Company, including any entity in which Clif Bar & Company has a controlling interest, is a parent or subsidiary, or which is controlled by Clif Bar & Company, as well as its officers, directors, affiliates, legal representatives, heirs, predecessors, successors, and assigns; (ii) any person who is not a California citizen as of the date of the filing of this action; (iii) all purchases of Clif's LUNA Bars made outside the State of California by any California citizen; and (iv) the judges to whom this action is assigned and any members of their immediate families.

[17] Plaintiffs identified the Clif LUNA Bars identified in ¶ 1 n.1, *supra*, and reserve the right to amend the class definition to include additional LUNA Bars subsequently identified through discovery.

73. Certification of Plaintiff Cheslow's claims for class-wide treatment is appropriate because Plaintiff Cheslow can prove the elements of her claims on a class-wide basis using the same evidence as would be used to prove those elements in individual actions alleging the same claims.

A. The Parties Are Numerous and Ascertainable

74. There are thousands of members of the LUNA Bar Classes who are geographically dispersed throughout California. Therefore, individual joinder of the LUNA Bar Classes' members in order to bring them all before the Court is impracticable.

B. There Is a Well-Defined Community of Interest

75. In order to determine if there is a well-defined community of interest such that the question is one of a common or general interest, a court should consider: (1) whether common questions of law and facts predominate; (2) whether the class representative's claims or defenses are typical of the class; and (3) whether the class representatives can adequately represent the class.

i. Common Questions of Law and Fact Predominate

76. Common questions of law or fact exist as to all members of the LUNA Bar Damages Class and predominate over any questions affecting only individual members of that Class. These common legal or factual questions include:

a. Whether Clif's LUNA Bars as described herein were sold in California;

b. Whether Clif's LUNA Bars' labels make Healthy Nutrient Content Claims;

c. Whether Clif's LUNA Bars' labels comply with the FDA's requirements for Healthy Nutrient Content Claims;

d. Whether Clif's mislabeling of the LUNA Bars as described herein is unlawful;

e. Whether Clif's mislabeling of the LUNA Bars as described herein is material to consumers; and

f. The amount of damages or restitution due to Plaintiff Cheslow and members of the LUNA Bars Damages Class.

77. Common questions of law or fact exist as to all members of the LUNA Bars Declaratory/Injunctive Class and predominate over any questions affecting only individual members of that Class. These common legal or factual questions include:

a. Whether Clif's LUNA Bars as described herein are currently being offered for sale in California;

b. Whether Clif's LUNA Bars' labels make Healthy Nutrient Content Claims;

c. Whether Clif's LUNA Bars' labels comply with the FDA's requirements for Healthy Nutrient Content Claims;

d. Whether Clif's mislabeling of the LUNA Bars as described herein is unlawful;

e. Whether Clif's mislabeling of the LUNA Bars as described herein is material to consumers; and

f. Whether Plaintiff Cheslow and members of the LUNA Bars Declaratory/Injunctive Class are entitled to declaratory and injunctive relief.

ii. Plaintiff's Claims Are Typical of the Classes

78. Plaintiff Cheslow's claims are typical of the claims of the LUNA Bars Damages Class. Plaintiff Cheslow is a California citizen who purchased Clif LUNA Bars in California as described in ¶ 9, *supra*. Therefore, Plaintiff Cheslow is no different in any material respect from any other member of the LUNA Bars Damages Class, and the relief sought by Plaintiff Cheslow is common to the relief sought by the LUNA Bars Damages Class.

79. Plaintiff Cheslow's claims are typical of the claims of the LUNA Bars Declaratory/Injunctive Class. Plaintiff Cheslow is a California citizen who continues to be exposed to Clif's mislabeling as described in ¶ 9, *supra*. Therefore, Plaintiff Cheslow is no different in any material respect from any other member of the LUNA Bars Declaratory/Injunctive Class, and the relief sought by Plaintiff Cheslow is common to the relief sought by the LUNA Bars Declaratory/Injunctive Class.

iii. The Class Representative Can Adequately Represent the Class

80. Plaintiff Cheslow is an adequate representative of the LUNA Bars Classes because her interests are neither antagonistic to nor in conflict with the interests of the members of the LUNA Bars Classes that she seeks to represent, and she has retained counsel competent and experienced in conducting complex class-action litigation. Plaintiff Cheslow and her counsel will adequately protect the interests of the LUNA Bars Classes.

C. A Class Action Is Superior to All Other Available Methods for the Fair and Efficient Adjudication of Plaintiff's and Class Members' Claims

81. A class action is superior to other available means for the fair and efficient adjudication of this dispute. It would be virtually impossible for members of the LUNA Bars Classes individually to obtain the relief sought in this Complaint. With respect to the LUNA Bars Damages Class, the damages suffered by each individual member of that Class will likely be relatively small, especially given the relatively small cost of Clif's LUNA Bars at issue and the burden and expense of individual prosecution of the complex litigation necessitated by Clif's misconduct. With respect to the LUNA Bars Declaratory/Injunctive Class, because this action seeks declaratory and injunctive relief to restrain Clif from selling or making available for sale the mislabeled LUNA Bars throughout California, this action is only appropriate as a class action because it affects all California consumers by the nature of the relief sought.

82. Even if members of the LUNA Bars Classes could afford individual actions, a multitude of such individual actions still would not be preferable to class-wide litigation. Individual actions also present the potential for inconsistent or contradictory judgments, which would be dispositive of at least some of the issues and hence interests of the other members not party to the individual actions, would substantially impair or impede their ability to protect their interests, and would establish incompatible standards of conduct for the party opposing the LUNA Bars Classes.

83. A class action presents far fewer litigation management difficulties and provides the benefits of single adjudication, economies of scale, and comprehensive supervision by a single court.

84. With respect to the LUNA Bars Declaratory/Injunctive Class, the Class also may be certified because Clif acted or refused to act on grounds generally applicable to the Class, thereby making preliminary and final injunctive relief and corresponding declaratory relief appropriate.

85. Also, in the alternative, the LUNA Bars Classes may be certified with respect to particular issues.

II. <u>Class Action Allegations Relating to Purchases of Clif's CLIF Bars</u>

86. This action asserts claims relating to purchases of Clif's CLIF Bars on behalf of two California Classes pursuant to Cal. Civ. Proc. Code § 382, defined as follows:

The CLIF Bars Damages Class

All California citizens who purchased Clif's CLIF Bars packaged food products[18] that were labeled synonyms of "healthy," i.e., "wholesome," "nutritious," being "good for . . . our bodies," and/or containing ingredients "to keep kids . . . growing," and a statement about the level of fiber, protein, fat, and/or sodium that did not meet the nutrient levels required by the FDA when making a Healthy Nutrient Content Claim.

The CLIF Bars Declaratory/Injunctive Class

All California citizens.

87. Excluded from the CLIF Bars Damages and Declaratory/Injunctive Classes are: (i) Clif Bar & Company, including any entity in which Clif Bar & Company has a controlling interest, is a parent or subsidiary, or which is controlled by Clif Bar & Company, as well as its officers, directors, affiliates, legal representatives, heirs, predecessors, successors, and assigns; (ii) any person who is not a California citizen as of the date of the filing of this action; (iii) all purchases of Clif's CLIF Bars made outside the State of California by any California citizen; and (iv) the judges to whom this action is assigned and any members of their immediate families.

88. Certification of Plaintiffs' claims for class-wide treatment is appropriate because Plaintiffs can prove the elements of their claims on a class-wide basis using the same evidence as would be used to prove those elements in individual actions alleging the same claims.

A. The Parties Are Numerous and Ascertainable

89. There are thousands of members of the CLIF Bar Classes who are geographically dispersed throughout California. Therefore, individual joinder of the CLIF Bar Classes' members in order to bring them all before the Court is impracticable.

B. There Is a Well-Defined Community of Interest

90. In order to determine if there is a well-defined community of interest such that the question is one of a common or general interest, a court should consider: (1) whether common questions of law and facts predominate; (2) whether the class representative's claims or defenses are typical of the class; and (3) whether the class representatives can adequately represent the class.

[18] Plaintiffs identified the Clif CLIF Bars identified in ¶ 1 n.2, *supra*, and reserve the right to amend the class definition to include additional CLIF Bars subsequently identified through discovery.

i. Common Questions of Law and Fact Predominate

91. Common questions of law or fact exist as to all members of the CLIF Bar Damages Class and predominate over any questions affecting only individual members of that Class. These common legal or factual questions include:

g. Whether Clif's CLIF Bars as described herein were sold in California;

h. Whether Clif's CLIF Bars' labels make Healthy Nutrient Content Claims;

i. Whether Clif's CLIF Bars' labels comply with the FDA's requirements for Healthy Nutrient Content Claims;

j. Whether Clif's mislabeling of the CLIF Bars as described herein is unlawful;

k. Whether Clif's mislabeling of the CLIF Bars as described herein is material to consumers; and

l. The amount of damages or restitution due to Plaintiffs and members of the CLIF Bars Damages Class.

92. Common questions of law or fact exist as to all members of the CLIF Bars Declaratory/Injunctive Class and predominate over any questions affecting only individual members of that Class. These common legal or factual questions include:

g. Whether Clif's CLIF Bars as described herein are currently being offered for sale in California;

h. Whether Clif's CLIF Bars' labels make Healthy Nutrient Content Claims;

i. Whether Clif's CLIF Bars' labels comply with the FDA's requirements for Healthy Nutrient Content Claims;

j. Whether Clif's mislabeling of the CLIF Bars as described herein is unlawful;

k. Whether Clif's mislabeling of the CLIF Bars as described herein is material to consumers; and

l. Whether Plaintiffs and members of the CLIF Bars Declaratory/Injunctive Class are entitled to declaratory and injunctive relief.

ii. Plaintiffs' Claims Are Typical of the Classes

93. Plaintiffs' claims are typical of the claims of the CLIF Bars Damages Class. Plaintiff Cheslow is a California citizen who purchased Clif CLIF Bars in California as described in ¶ 9, *supra*. Plaintiff Perieff is a California citizen who purchased Clif CLIF Bars in California as described in ¶ 8, *supra*. Therefore, Plaintiffs are no different in any material respect from any other member of the CLIF Bars Damages Class, and the relief sought by Plaintiffs is common to the relief sought by the CLIF Bars Damages Class.

94. Plaintiffs' claims are typical of the claims of the CLIF Bars Declaratory/Injunctive Class. Plaintiff Cheslow is a California citizen who continues to be exposed to Clif's mislabeling as described in ¶ 9, *supra*. Plaintiff Perieff is a California citizen who continues to be exposed to Clif's mislabeling as described in ¶ 8, *supra*. Therefore, Plaintiffs are no different in any material respect from any other member of the CLIF Bars Declaratory/Injunctive Class, and the relief sought by Plaintiffs is common to the relief sought by the CLIF Bars Declaratory/Injunctive Class.

iii. The Class Representatives Can Adequately Represent the Class

95. Plaintiffs are adequate representatives of the CLIF Bars Classes because their interests are neither antagonistic to nor in conflict with the interests of the members of the CLIF Bars Classes that they seek to represent, and they have retained counsel competent and experienced in conducting complex class-action litigation. Plaintiffs and their counsel will adequately protect the interests of the CLIF Bars Classes.

C. A Class Action Is Superior to All Other Available Methods for the Fair and Efficient Adjudication of Plaintiffs' and Class Members' Claims

96. A class action is superior to other available means for the fair and efficient adjudication of this dispute. It would be virtually impossible for members of the CLIF Bars Classes individually to obtain the relief sought in this Complaint. With respect to the CLIF Bars Damages Class, the damages suffered by each individual member of that Class will likely be relatively small, especially given the relatively small cost of Clif's CLIF Bars at issue and the burden and expense of individual prosecution of the complex litigation necessitated by Clif's misconduct. With respect to the CLIF Bars Declaratory/Injunctive Class, because this action seeks declaratory and injunctive

relief to restrain Clif from selling or making available for sale the mislabeled CLIF Bars throughout California, this action is only appropriate as a class action because it affects all California consumers by the nature of the relief sought.

97. Even if members of the CLIF Bars Classes could afford individual actions, a multitude of such individual actions still would not be preferable to class-wide litigation. Individual actions also present the potential for inconsistent or contradictory judgments, which would be dispositive of at least some of the issues and hence interests of the other members not party to the individual actions, would substantially impair or impede their ability to protect their interests, and would establish incompatible standards of conduct for the party opposing the CLIF Bars Classes.

98. A class action presents far fewer litigation management difficulties and provides the benefits of single adjudication, economies of scale, and comprehensive supervision by a single court.

99. With respect to the CLIF Bars Declaratory/Injunctive Class, the Class also may be certified because Clif acted or refused to act on grounds generally applicable to the Class, thereby making preliminary and final injunctive relief and corresponding declaratory relief appropriate.

100. Also, in the alternative, the CLIF Bars Classes may be certified with respect to particular issues.

FIRST CAUSE OF ACTION
("Unlawful" Business Practices in Violation of the Unfair Competition Law ("UCL"), Cal. Bus. & Prof. Code §§ 17200, *et seq.*)

A. First Cause of Action Relating to Purchases of Clif's LUNA Bars

101. Plaintiff Cheslow hereby incorporates all other paragraphs of this Complaint and restates them as if fully set forth herein.

102. Plaintiff Cheslow brings this claim on behalf of herself, the LUNA Bars Damages Class, and the LUNA Bars Declaratory/Injunctive Class.

103. The UCL defines unfair business competition to include any "unlawful, unfair or fraudulent" act or practice, as well as any "unfair, deceptive, untrue or misleading" advertising. Cal. Bus. Prof. Code § 17200.

104. A business act or practice is "unlawful" if it violates any established state or federal law.

105. As described throughout this Complaint, Clif's LUNA Bars' labeling violates California's Sherman Law, the FDCA, and FDA regulations, including amongst other laws, those identified in ¶¶ 6, 14-22, *supra*. Moreoever, the labeling of Clif's LUNA Bars is false and misleading in violation of Sherman Law § 110660, and FDCA § 343(a).

106. Clif continues to violate the UCL through its ongoing violation of California and federal law as described herein.

107. As described herein, Clif obtained money from Plaintiff Cheslow through its unlawful acts and practices because Plaintiff Cheslow purchased the LUNA Bars relying on the accuracy of Clif's labeling and Clif's mislabeling was material to Plaintiff Cheslow's decision to purchase the LUNA Bars. As a result of Clif's alleged conduct, Plaintiff Cheslow has lost money.

108. Clif has obtained and continues to obtain money from members of the LUNA Bars Damages Class through its unlawful acts and practices alleged in this Complaint. As such, Plaintiff Cheslow requests that this Court cause Clif to restore this money to Plaintiff Cheslow and the LUNA Bars Damages Class members and to disgorge the profits that Clif made on these transactions. Otherwise, Plaintiff Cheslow and the LUNA Bars Damages Class may be irreparably harmed and/or denied an effective and complete remedy if such an order is not granted.

109. Plaintiff Cheslow also requests that the Court declare Clif's LUNA Bars' labeling unlawful and enjoin Clif from continuing to violate the UCL by selling, offering for sale, or distributing the mislabeled LUNA Bars in California, or causing the mislabeled LUNA Bars to be distributed, sold, or offered for sale in California. Unless Clif is permanently enjoined from continuing to engage in such violations of the UCL, future consumers of Clif's LUNA Bars will be harmed by Clif's acts and practices in the same way as Plaintiff Cheslow.

B. First Cause of Action Relating to Purchases of Clif's CLIF Bars

110. Plaintiffs hereby incorporate all other paragraphs of this Complaint and restate them as if fully set forth herein.

111. Plaintiffs bring this claim on behalf of themselves, the CLIF Bars Damages Class, and the CLIF Bars Declaratory/Injunctive Class.

112. The UCL defines unfair business competition to include any "unlawful, unfair or fraudulent" act or practice, as well as any "unfair, deceptive, untrue or misleading" advertising. Cal. Bus. Prof. Code § 17200.

113. A business act or practice is "unlawful" if it violates any established state or federal law.

114. As described throughout this Complaint, Clif's CLIF Bars' labeling violates California's Sherman Law, the FDCA, and FDA regulations, including amongst other laws, those identified in ¶¶ 6, 14-22, *supra*. Moreoever, the labeling of Clif's CLIF Bars is false and misleading in violation of Sherman Law § 110660, and FDCA § 343(a).

115. Clif continues to violate the UCL through its ongoing violation of California and federal law as described herein.

116. As described herein, Clif obtained money from Plaintiffs through its unlawful acts and practices because Plaintiffs purchased the CLIF Bars relying on the accuracy of Clif's labeling and Clif's mislabeling was material to Plaintiffs' decisions to purchase the CLIF Bars. As a result of Clif's alleged conduct, Plaintiffs have lost money.

117. Clif has obtained and continues to obtain money from members of the CLIF Bars Damages Class through its unlawful acts and practices alleged in this Complaint. As such, Plaintiffs request that this Court cause Clif to restore this money to Plaintiffs and the CLIF Bars Damages Class members and to disgorge the profits that Clif made on these transactions. Otherwise, Plaintiffs and the CLIF Bars Damages Class may be irreparably harmed and/or denied an effective and complete remedy if such an order is not granted.

118. Plaintiffs also request that the Court declare Clif's CLIF Bars' labeling unlawful and enjoin Clif from continuing to violate the UCL by selling, offering for sale, or distributing the mislabeled CLIF Bars in California, or causing the mislabeled CLIF Bars to be distributed, sold, or offered for sale in California. Unless Clif is permanently enjoined from continuing to engage in

such violations of the UCL, future consumers of Clif's CLIF Bars will be harmed by Clif's acts and practices in the same way as Plaintiffs.

SECOND CAUSE OF ACTION
("Unfair" Business Practices in Violation of the Unfair Competition Law ("UCL"), Cal. Bus. & Prof. Code §§ 17200, *et seq.*)

A. Second Cause of Action Relating to Purchases of Clif's LUNA Bars

119. Plaintiff Cheslow hereby incorporates all other paragraphs of this Complaint and restates them as if fully set forth herein.

120. Plaintiff Cheslow brings this claim on behalf of herself, the LUNA Bars Damages Class, and the LUNA Bars Declaratory/Injunctive Class.

121. The UCL defines unfair business competition to include any "unlawful, unfair or fraudulent" act or practice, as well as any "unfair, deceptive, untrue or misleading" advertising. Cal. Bus. Prof. Code § 17200.

122. A business act or practice is "unfair" under the UCL if the reasons, justifications, and motives of the alleged wrongdoer are outweighed by the gravity of the harm to the alleged victims.

123. As described throughout this Complaint, Clif's LUNA Bars' labeling violates FDA regulations, the FDCA, the Sherman Law, and is false and misleading. Clif's practices constitute unfair business practices in violation of the UCL because, among other things, they are immoral, unethical, oppressive, unscrupulous, or substantially injurious to consumers and/or any utility of such practices is outweighed by the harm caused to consumers. Clif's practices violate the legislative policies of the underlying statutes alleged herein: namely, protecting consumers and preventing persons from being injured by false and misleading advertising. Clif's practices caused substantial injury to Plaintiff Cheslow and LUNA Bars Class members and are not outweighed by any benefits, and Plaintiff Cheslow and LUNA Bars Class members could not have reasonably avoided their injuries.

124. Clif continues to violate the UCL through its unfair acts and practices as described herein.

125. As described herein, Clif obtained money from Plaintiff Cheslow through its unfair acts and practices because Plaintiff Cheslow purchased Clif's LUNA Bars relying on the accuracy of Clif's labeling and Clif's labeling was material to Plaintiff Cheslow's decision to purchase the LUNA Bars. As a result of Clif's alleged conduct, Plaintiff Cheslow has lost money.

126. Clif has obtained and continues to obtain money from members of the LUNA Bars Damages Class through its unlawful acts and practices alleged in this Complaint. As such, Plaintiff Cheslow requests that this Court cause Clif to restore this money to Plaintiff Cheslow and the LUNA Bars Damages Class members and to disgorge the profits Clif made on these transactions. Otherwise, Plaintiff Cheslow and the LUNA Bars Damages Class may be irreparably harmed and/or denied an effective and complete remedy if such an order is not granted.

127. Plaintiff Cheslow also requests that the Court declare Clif's LUNA Bars' labeling unlawful and enjoin Clif from continuing to violate the UCL by selling, offering for sale, or distributing the mislabeled LUNA Bars in California, or causing the mislabeled LUNA Bars to be distributed, sold, or offered for sale in California. Unless Clif is permanently enjoined from continuing to engage in such violations of the UCL, future consumers of Clif's LUNA Bars will be harmed by Clif's acts and practices in the same way as Plaintiff Cheslow.

B. Second Cause of Action Relating to Purchases of Clif's CLIF Bars

128. Plaintiffs hereby incorporate all other paragraphs of this Complaint and restate them as if fully set forth herein.

129. Plaintiffs bring this claim on behalf of themselves, the CLIF Bars Damages Class, and the CLIF Bars Declaratory/Injunctive Class.

130. The UCL defines unfair business competition to include any "unlawful, unfair or fraudulent" act or practice, as well as any "unfair, deceptive, untrue or misleading" advertising. Cal. Bus. Prof. Code § 17200.

131. A business act or practice is "unfair" under the UCL if the reasons, justifications, and motives of the alleged wrongdoer are outweighed by the gravity of the harm to the alleged victims.

132. As described throughout this Complaint, Clif's CLIF Bars' labeling violates FDA regulations, the FDCA, the Sherman Law, and is false and misleading. Clif's practices constitute

unfair business practices in violation of the UCL because, among other things, they are immoral, unethical, oppressive, unscrupulous, or substantially injurious to consumers and/or any utility of such practices is outweighed by the harm caused to consumers. Clif's practices violate the legislative policies of the underlying statutes alleged herein: namely, protecting consumers and preventing persons from being injured by false and misleading advertising. Clif's practices caused substantial injury to Plaintiffs and CLIF Bars Class members and are not outweighed by any benefits, and Plaintiffs and CLIF Bars Class members could not have reasonably avoided their injuries.

133. Clif continues to violate the UCL through its unfair acts and practices as described herein.

134. As described herein, Clif obtained money from Plaintiffs through its unfair acts and practices because Plaintiffs purchased Clif's CLIF Bars relying on the accuracy of Clif's labeling and Clif's labeling was material to Plaintiffs' decisions to purchase the CLIF Bars. As a result of Clif's alleged conduct, Plaintiffs have lost money.

135. Clif has obtained and continues to obtain money from members of the CLIF Bars Damages Class through its unlawful acts and practices alleged in this Complaint. As such, Plaintiffs request that this Court cause Clif to restore this money to Plaintiffs and the CLIF Bars Damages Class members and to disgorge the profits Clif made on these transactions. Otherwise, Plaintiffs and the CLIF Bars Damages Class may be irreparably harmed and/or denied an effective and complete remedy if such an order is not granted.

136. Plaintiffs also request that the Court declare Clif's CLIF Bars' labeling unlawful and enjoin Clif from continuing to violate the UCL by selling, offering for sale, or distributing the mislabeled CLIF Bars in California, or causing the mislabeled CLIF Bars to be distributed, sold, or offered for sale in California. Unless Clif is permanently enjoined from continuing to engage in such violations of the UCL, future consumers of Clif's CLIF Bars will be harmed by Clif's acts and practices in the same way as Plaintiffs.

THIRD CAUSE OF ACTION
("Fraudulent" Business Practices in Violation of the Unfair Competition Law ("UCL"), Cal. Bus. & Prof. Code §§ 17200, *et seq.*)

A. Third Cause of Action Relating to Purchases of Clif's LUNA Bars

137. Plaintiff Cheslow hereby incorporates all other paragraphs of this Complaint and restates them as if fully set forth herein.

138. Plaintiff Cheslow brings this claim on behalf of herself, the LUNA Bars Damages Class, and the LUNA Bars Declaratory/Injunctive Class.

139. The UCL defines unfair business competition to include any "unlawful, unfair or fraudulent" act or practice, as well as any "unfair, deceptive, untrue or misleading" advertising. Cal. Bus. Prof. Code § 17200.

140. A business act or practice is "fraudulent" under the UCL if it actually deceives or is likely to deceive members of the consuming public.

141. As described throughout this Complaint, Clif's LUNA Bars' labeling with Healthy Nutrient Content Claims when they contain too much fat and saturated fat to qualify for such a claim actually deceives and is likely to deceive members of the consuming public into believing the products are something they are not.

142. Clif continues to violate the UCL through its ongoing fraudulent acts and practices as described herein.

143. As described herein, Clif obtained money from Plaintiff Cheslow through its unlawful acts and practices because Plaintiff Cheslow purchased the LUNA Bars relying on the accuracy of Clif's labeling and Clif's mislabeling was material to Plaintiff Cheslow's decision to purchase the LUNA Bars. As a result of Clif's alleged conduct, Plaintiff Cheslow has lost money.

144. Clif has obtained and continues to obtain money from members of the LUNA Bars Damages Class through its unlawful acts and practices alleged in this Complaint. As such, Plaintiff Cheslow requests that this Court cause Clif to restore this money to Plaintiff Cheslow and the LUNA Bars Damages Class members and to disgorge the profits Clif made on these transactions.

Otherwise, Plaintiff Cheslow and the LUNA Bars Damages Class may be irreparably harmed and/or denied an effective and complete remedy if such an order is not granted.

145. Plaintiff Cheslow also requests that the Court declare Clif's LUNA Bars' labeling unlawful and enjoin Clif from continuing to violate the UCL by selling, offering for sale, or distributing the mislabeled LUNA Bars in California, or causing the mislabeled LUNA Bars to be distributed, sold, or offered for sale in California. Unless Clif is permanently enjoined from continuing to engage in such violations of the UCL, future consumers of Clif's LUNA Bars will be harmed by Clif's acts and practices in the same way as Plaintiff Cheslow.

B. Third Cause of Action Relating to Purchases of Clif's CLIF Bars

146. Plaintiffs hereby incorporate all other paragraphs of this Complaint and restate them as if fully set forth herein.

147. Plaintiffs bring this claim on behalf of themselves, the CLIF Bars Damages Class, and the CLIF Bars Declaratory/Injunctive Class.

148. The UCL defines unfair business competition to include any "unlawful, unfair or fraudulent" act or practice, as well as any "unfair, deceptive, untrue or misleading" advertising. Cal. Bus. Prof. Code § 17200.

149. A business act or practice is "fraudulent" under the UCL if it actually deceives or is likely to deceive members of the consuming public.

150. As described throughout this Complaint, Clif's CLIF Bars' labeling with Healthy Nutrient Content Claims when they contain too much fat and/or saturated fat to qualify for such a claim actually deceives and is likely to deceive members of the consuming public into believing the products are something they are not.

151. Clif continues to violate the UCL through its ongoing fraudulent acts and practices as described herein.

152. As described herein, Clif obtained money from Plaintiffs through its unlawful acts and practices because Plaintiffs purchased the CLIF Bars relying on the accuracy of Clif's labeling and Clif's mislabeling was material to Plaintiffs' decisions to purchase the CLIF Bars. As a result of Clif's alleged conduct, Plaintiffs have lost money.

153. Clif has obtained and continues to obtain money from members of the CLIF Bars Damages Class through its unlawful acts and practices alleged in this Complaint. As such, Plaintiffs request that this Court cause Clif to restore this money to Plaintiffs and the CLIF Bars Damages Class members and to disgorge the profits Clif made on these transactions. Otherwise, Plaintiffs and the CLIF Bars Damages Class may be irreparably harmed and/or denied an effective and complete remedy if such an order is not granted.

154. Plaintiffs also request that the Court declare Clif's CLIF Bars' labeling unlawful and enjoin Clif from continuing to violate the UCL by selling, offering for sale, or distributing the mislabeled CLIF Bars in California, or causing the mislabeled LUNA Bars to be distributed, sold, or offered for sale in California. Unless Clif is permanently enjoined from continuing to engage in such violations of the UCL, future consumers of Clif's CLIF Bars will be harmed by Clif's acts and practices in the same way as Plaintiffs.

FOURTH CAUSE OF ACTION
(False Advertising in Violation of the False Advertising Law ("FAL")
Cal. Bus. & Prof. Code §§ l7500, *et seq.*)

B. Fourth Cause of Action Relating to Purchases of Clif's LUNA Bars

155. Plaintiff Cheslow hereby incorporates all other paragraphs of this Complaint and restates them as if fully set forth herein.

156. Plaintiff Cheslow brings this claim on behalf of herself, the LUNA Bars Damages Class, and the LUNA Bars Declaratory/Injunctive Class.

157. Clif uses advertising on the LUNA Bars' packaging to sell the LUNA Bars. Clif disseminates advertising concerning the LUNA Bars which is deceptive, untrue, or misleading within the meaning of the FAL because Clif's mislabeling is misleading, likely to deceive, and continues to deceive members of the LUNA Bars Classes and the general public as described throughout this Complaint.

158. In making or disseminating the LUNA Bars' labeling described herein, Clif knew or should have known that the LUNA Bars' labeling was misleading and acted in violation of the FAL.

159. Clif's material nondisclosures and misrepresentations as described throughout this Complaint constitute false and misleading advertising and therefore violate the FAL.

160. As described herein, Clif obtained money from Plaintiff Cheslow through its unlawful acts and practices because Plaintiff Cheslow purchased the LUNA Bars relying on the accuracy of Clif's labeling, and Clif's mislabeling was material to Plaintiff Cheslow's decision to purchase the LUNA Bars. As a result of Clif's conduct, Plaintiff Cheslow has lost money.

161. Clif has obtained and continues to obtain money from members of the LUNA Bars Damages Class through its unlawful acts and practices alleged in this Complaint. As such, Plaintiff Cheslow requests that this Court cause Clif to restore this money to Plaintiff Cheslow and LUNA Bars Damages Class members and to disgorge the profits Clif made on these transactions. Otherwise, the LUNA Bars Damages Class may be irreparably harmed and/or denied an effective and complete remedy if such an order is not granted.

162. Plaintiff Cheslow also requests the Court declare Clif's LUNA Bars' labeling unlawful and enjoin Clif from continuing to violate the UCL by selling, offering for sale, or distributing the mislabeled LUNA Bars in California, or causing the mislabeled LUNA Bars to be distributed, sold, or offered for sale in California. Unless Clif is permanently enjoined from continuing to engage in such violations of the UCL, future consumers of Clif's LUNA Bars will be harmed by Clif's acts and practices in the same way as Plaintiff Cheslow.

A. Fourth Cause of Action Relating to Purchases of Clif's CLIF Bars

163. Plaintiffs hereby incorporate all other paragraphs of this Complaint and restate them as if fully set forth herein.

164. Plaintiffs bring this claim on behalf of themselves, the CLIF Bars Damages Class, and the CLIF Bars Declaratory/Injunctive Class.

165. Clif uses advertising on the CLIF Bars' packaging to sell the CLIF Bars. Clif disseminates advertising concerning the CLIF Bars which is deceptive, untrue, or misleading within the meaning of the FAL because Clif's mislabeling is misleading, likely to deceive, and continues to deceive members of the CLIF Bars Classes and the general public as described throughout this Complaint.

166. In making or disseminating the CLIF Bars' labeling described herein, Clif knew or should have known that the CLIF Bars' labeling was misleading and acted in violation of the FAL.

167. Clif's material nondisclosures and misrepresentations as described throughout this Complaint constitute false and misleading advertising and therefore violate the FAL.

168. As described herein, Clif obtained money from Plaintiffs through its unlawful acts and practices because Plaintiffs purchased the CLIF Bars relying on the accuracy of Clif's labeling, and Clif's mislabeling was material to Plaintiffs' decisions to purchase the CLIF Bars. As a result of Clif's conduct, Plaintiffs have lost money.

169. Clif has obtained and continues to obtain money from members of the CLIF Bars Damages Class through its unlawful acts and practices alleged in this Complaint. As such, Plaintiffs request that this Court cause Clif to restore this money to Plaintiffs and CLIF Bars Damages Class members and to disgorge the profits Clif made on these transactions. Otherwise, the CLIF Bars Damages Class may be irreparably harmed and/or denied an effective and complete remedy if such an order is not granted.

170. Plaintiffs also request the Court declare Clif's CLIF Bars' labeling unlawful and enjoin Clif from continuing to violate the UCL by selling, offering for sale, or distributing the mislabeled CLIF Bars in California, or causing the mislabeled CLIF Bars to be distributed, sold, or offered for sale in California. Unless Clif is permanently enjoined from continuing to engage in such violations of the UCL, future consumers of Clif's CLIF Bars will be harmed by Clif's acts and practices in the same way as Plaintiffs.

FIFTH CAUSE OF ACTION
(Violation of the Consumers Legal Remedies Act ("CLRA"), Cal. Civ. Code §§ 1750, *et seq*.)

A. Fifth Cause of Action Relating to Purchases of Clif's LUNA Bars

171. Plaintiff Cheslow hereby incorporates all other paragraphs of this Complaint and restates them as if fully set forth herein.

172. Plaintiff Cheslow brings this claim on behalf of herself, the LUNA Bars Damages Class, and the LUNA Bars Declaratory/Injunctive Class.

173. Plaintiff Cheslow and each member of the LUNA Bars Classes are "consumers" within the meaning of Cal. Civ. Code § 1761(d).

174. Plaintiff Cheslow's purchases of Clif's LUNA Bars are "transactions" within the meaning of Cal. Civ. Code § 1761(e), and Clif's LUNA Bars are "goods" within the meaning of Cal. Civ. Code § 1761(a).

175. Clif violated and continues to violate the CLRA in at least the following respects:

a. In violation of Cal. Civ. Code § 1770(a)(5), Clif represented that the LUNA Bars had characteristics which they did not have;

b. In violation of Cal. Civ. Code § 1770(a)(7), Clif represented that the LUNA Bars were of a particular standard, quality, or grade, which they were not; and

c. In violation of Cal. Civ. Code § 1770(a)(9), Clif advertised the LUNA Bars with the intent not to provide what it advertised.

176. Clif knew or should have known that its LUNA Bars' mislabeling as alleged throughout this Complaint violated consumer-protection laws and that the LUNA Bars' mislabeling was presumptively material to Plaintiff Cheslow and the members of the LUNA Bars Classes. Clif's mislabeling of the LUNA Bars as described herein is willful, wanton, and done with reckless disregard for the interests of Plaintiff Cheslow and the LUNA Bars Classes.

177. As alleged throughout this Complaint, Plaintiff Cheslow purchased Clif's LUNA Bars relying on the accuracy of the LUNA Bars' labeling, and Clif's mislabeling of the LUNA Bars was material to Plaintiff Cheslow's decision to purchase the LUNA Bars.

178. As described herein, Clif obtained money from Plaintiff Cheslow through its unlawful acts and practices because Plaintiff Cheslow purchased the LUNA Bars relying on the accuracy of Clif's labeling and Clif's mislabeling was material to Plaintiff Cheslow's decision to purchase the LUNA Bars. As a result of Clif's alleged conduct, Plaintiff Cheslow has lost money.

179. Because Clif failed to respond to Plaintiff Cheslow's CLRA letter as detailed in ¶¶ 67–70, *supra*, and stated in response to a prior letter that it would not change its LUNA Bars labeling to address the mislabeling at issue in the Complaint as detailed in ¶¶ 64–66, 70, *supra*,

Plaintiff Cheslow is entitled under the CLRA to actual damages, statutory damages, and/or punitive damages.

180. Plaintiff Cheslow also requests that the Court declare Clif's LUNA Bars' labeling unlawful and enjoin Clif from continuing to violate the CLRA by selling, offering for sale, or distributing the mislabeled LUNA Bars in California, or causing the mislabeled LUNA Bars to be sold or offered for sale in California. Unless Clif is permanently enjoined from continuing to engage in such violations of the CLRA, future consumers of Clif's LUNA Bars will be harmed by Clif's acts and practices in the same way as Plaintiff Cheslow.

181. Plaintiff Cheslow requests that the Court award Plaintiff Cheslow court costs and attorneys' fees pursuant to the CLRA, Cal. Civ. Code § 1780(e).

B. Fifth Cause of Action Relating to Purchases of Clif's CLIF Bars

182. Plaintiffs hereby incorporate all other paragraphs of this Complaint and restate them as if fully set forth herein.

183. Plaintiffs bring this claim on behalf of themselves, the CLIF Bars Damages Class, and the CLIF Bars Declaratory/Injunctive Class.

184. Plaintiffs and each member of the CLIF Bars Classes are "consumers" within the meaning of Cal. Civ. Code § 1761(d).

185. Plaintiffs' purchases of Clif's CLIF Bars are "transactions" within the meaning of Cal. Civ. Code § 1761(e), and Clif's CLIF Bars are "goods" within the meaning of Cal. Civ. Code § 1761(a).

186. Clif violated and continues to violate the CLRA in at least the following respects:

d. In violation of Cal. Civ. Code § 1770(a)(5), Clif represented that the CLIF Bars had characteristics which they did not have;

e. In violation of Cal. Civ. Code § 1770(a)(7), Clif represented that the CLIF Bars were of a particular standard, quality, or grade, which they were not; and

f. In violation of Cal. Civ. Code § 1770(a)(9), Clif advertised the CLIF Bars with the intent not to provide what it advertised.

187. Clif knew or should have known that its CLIF Bars' mislabeling as alleged throughout this Complaint violated consumer-protection laws and that the CLIF Bars' mislabeling was presumptively material to Plaintiffs and the members of the CLIF Bars Classes. Clif's mislabeling of the CLIF Bars as described herein is willful, wanton, and done with reckless disregard for the interests of Plaintiffs and the CLIF Bars Classes.

188. As alleged throughout this Complaint, Plaintiffs purchased Clif's CLIF Bars relying on the accuracy of the CLIF Bars' labeling, and Clif's mislabeling of the CLIF Bars was material to Plaintiffs' decisions to purchase the CLIF Bars.

189. As described herein, Clif obtained money from Plaintiffs through its unlawful acts and practices because Plaintiffs purchased the CLIF Bars relying on the accuracy of Clif's labeling and Clif's mislabeling was material to Plaintiffs' decisions to purchase the CLIF Bars. As a result of Clif's alleged conduct, Plaintiffs have lost money.

190. Because Clif failed to provide, or agree to provide within a reasonable time after receiving Plaintiff Perieff's CLRA letter, an appropriate correction, repair, replacement, or other remedy as detailed in ¶¶ 64–66, 70, *supra*, Plaintiff Perieff is entitled under the CLRA to actual damages, statutory damages, and/or punitive damages.

191. Plaintiffs also request that the Court declare Clif's CLIF Bars' labeling unlawful and enjoin Clif from continuing to violate the CLRA by selling, offering for sale, or distributing the mislabeled CLIF Bars in California, or causing the mislabeled CLIF Bars to be sold or offered for sale in California. Unless Clif is permanently enjoined from continuing to engage in such violations of the CLRA, future consumers of Clif's CLIF Bars will be harmed by Clif's acts and practices in the same way as Plaintiffs.

192. Plaintiffs request that the Court award Plaintiffs court costs and attorneys' fees pursuant to the CLRA, Cal. Civ. Code § 1780(e).

SIXTH CAUSE OF ACTION
(Quasi Contract)

A. Sixth Cause of Action Relating to Purchases of Clif's LUNA Bars

193. Plaintiff Cheslow hereby incorporates all other paragraphs of this Complaint and restates them as if fully set forth herein.

194. Plaintiff Cheslow brings this claim on behalf of herself and the LUNA Bars Damages Class.

195. Clif's conduct in enticing Plaintiff Cheslow and the LUNA Bars Damages Class to purchase its LUNA Bars through the false and misleading labeling as described throughout this Complaint is unlawful because the statements contained on the LUNA Bars' labels are false, misleading, and violate the FDCA, the Sherman Law, and FDA regulations. Clif obtained money from Plaintiff Cheslow and members of the LUNA Bars Damages Class for LUNA Bars labeled with Healthy Nutrient Content Claims that did not comply with the FDA's and California's parallel requirements for such claims.

196. Clif has been unjustly enriched at the expense of Plaintiff Cheslow and the LUNA Bars Damages Class as result of its unlawful conduct alleged herein, thereby creating a quasi-contractual obligation on Clif to restore these ill-gotten gains to Plaintiff Cheslow and the LUNA Bars Damages Class.

197. As a direct and proximate result of Clif's breach of its quasi-contractual obligation by unjustly enriching itself at Plaintiff Cheslow's and the LUNA Bars Damage Class' expense, Plaintiff Cheslow and the LUNA Bars Damages Class are entitled to restitution or restitutionary disgorgement in an amount to be proved at trial.

B. Sixth Cause of Action Relating to Purchases of Clif's CLIF Bars

198. Plaintiffs hereby incorporate all other paragraphs of this Complaint and restate them as if fully set forth herein.

199. Plaintiffs bring this claim on behalf of themselves and the CLIF Bars Damages Class.

200. Clif's conduct in enticing Plaintiffs and the CLIF Bars Damages Class to purchase its CLIF Bars through the false and misleading labeling as described throughout this Complaint is unlawful because the statements contained on the CLIF Bars' labels are false, misleading, and violate the FDCA, the Sherman Law, and FDA regulations. Clif obtained money from Plaintiffs and

members of the CLIF Bars Damages Class for CLIF Bars labeled with Healthy Nutrient Content Claims that did not comply with the FDA's and California's parallel requirements for such claims.

201. Clif has been unjustly enriched at the expense of Plaintiffs and the CLIF Bars Damages Class as result of its unlawful conduct alleged herein, thereby creating a quasi-contractual obligation on Clif to restore these ill-gotten gains to Plaintiffs and the CLIF Bars Damages Class.

202. As a direct and proximate result of Clif's breach of its quasi-contractual obligation by unjustly enriching itself at Plaintiffs' and the CLIF Bars Damage Class' expense, Plaintiffs and the CLIF Bars Damages Class are entitled to restitution or restitutionary disgorgement in an amount to be proved at trial.

PRAYER

Plaintiffs, on behalf of themselves and all members of the CLIF Bars Classes, and Plaintiff Cheslow, on behalf of herself and all members of the LUNA Bars Classes, request that the Court order the following relief and enter judgment against Clif as follows:

A. An order certifying that this action is properly brought and may be maintained as a class action, that Plaintiff Cheslow be appointed Class Representative for the LUNA Bars Classes and CLIF Bar Classes, that Plaintiff Perieff be appointed Class Representative for the CLIF Bars Classes, and that Plaintiffs' counsel be appointed Class Counsel for the LUNA Bars and CLIF Bars Classes.

B. An order on behalf of Plaintiffs and the CLIF Bars Declaratory/Injunctive Class, and Plaintiff Cheslow and the LUNA Bars Declaratory/Injunctive Class, declaring that Clif's mislabeling of the LUNA Bars and CLIF Bars as described herein is unlawful.

C. An order on behalf of Plaintiffs and the CLIF Bars Declaratory/Injunctive Class, and Plaintiff Cheslow and the LUNA Bars Declaratory/Injunctive Class, enjoining Clif from selling, distributing, or offering for sale the mislabeled LUNA Bars and CLIF Bars in California, or causing the mislabeled LUNA Bars and CLIF Bars to be distributed, sold, or offered for sale in California.

D. An order awarding Plaintiffs their costs of suit, including reasonable attorneys' fees and expenses under the CLRA (Cal. Civ. Code § 1780(e)), Cal. Civ. Proc. Code § 1021.5, or as otherwise provided by law.

E. Restitution in such amount that Plaintiffs and the CLIF Bars Damages Class members, and Plaintiff Cheslow and the LUNA Bars Damages Class members, paid to purchase Clif's LUNA Bars and CLIF Bars, paid as a premium over similar products that did not bear Healthy Nutrient Content Claims, or restitutionary disgorgement of the profits Clif obtained from these transactions, for Causes of Action for which they are available.

F. Compensatory damages on behalf of Plaintiffs and the CLIF Bars Damages Class, and Plaintiff Cheslow and the LUNA Bars Damages Class, for Causes of Action for which they are available.

G. Statutory damages on behalf of Plaintiffs and the CLIF Bars Damages Class, and Plaintiff Cheslow and the LUNA Bars Damages Class, allowable under Cal. Civ. Code § 1780.

H. Other statutory penalties on behalf of Plaintiffs and the CLIF Bars Damages Class, and Plaintiff Cheslow and the LUNA Bars Damages Class, for Causes of Action for which they are available.

I. Punitive damages on behalf of Plaintiffs and the CLIF Bars Damages Class, and Plaintiff Cheslow and the LUNA Bars Damages Class, for Causes of Action for which they are available.

J. Such other and further relief as may be available as part of the statutory claims asserted herein or otherwise as may be deemed necessary or appropriate for any of the claims asserted.

DATED: March 4, 2016

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ATTORNEYS FOR PLAINTIFFS AND THE PROPOSED CLASSES

EXHIBIT A

1. **LUNA Whole Nutrition Blueberry Bliss Bar**

   a. Healthy Statements (emphasis added)

      i. "***Whole Nutrition*** Bar for Women"

      ii. "With the CORE 4 vitamins and minerals essential to women's ***health*** – calcium, iron, folic acid, and vitamin D – plus 8 grams of protein and 3 grams of fiber, LUNA does it all, beautifully."

      iii. "[T]he CORE 4 nutrients are listed because of their importance to many women seeking to maintain their ***health***."

   b. Nutrient Content Statements

      i. "8g Protein"

      ii. "3g Fiber"

      iii. "Calcium · Iron · Folic Acid · Vitamin D"

      iv. "5g total fat"

   c. Violations of FDA Regulations

      i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 4.17 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

      ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 1.67 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

2. **LUNA Whole Nutrition Caramel Nut Brownie Bar**

   a. Healthy Statements (emphasis added)

      i. "***Whole Nutrition*** Bar for Women"

      ii. "With the CORE 4 vitamins and minerals essential to women's ***health*** – calcium, iron, folic acid, and vitamin D – plus 8 grams of protein and 3 grams of fiber, LUNA does it all, beautifully."

iii. "[T]he CORE 4 nutrients are listed because of their importance to many women seeking to maintain their ***health***."

b. Nutrient Content Statements

i. "8g Protein"

ii. "3g Fiber"

iii. "Calcium · Iron · Folic Acid · Vitamin D"

iv. "6g total fat"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 5 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 2.5 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

3. **LUNA Whole Nutrition Chocolate Cupcake Bar**

a. Healthy Statements (emphasis added)

i. "***Whole Nutrition*** Bar for Women"

ii. "With the CORE 4 vitamins and minerals essential to women's ***health*** – calcium, iron, folic acid, and vitamin D – plus 9 grams of protein and 4 grams of fiber, LUNA does it all, beautifully."

iii. "[T]he CORE 4 nutrients are listed because of their importance to many women seeking to maintain their ***health***."

b. Nutrient Content Statements

i. "9g Protein"

ii. "4g Fiber"

iii. "Calcium · Iron · Folic Acid · Vitamin D"

iv. "5g total fat"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 4.17 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 2.08 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

4. **LUNA Whole Nutrition Chocolate Dipped Coconut Bar**

a. Healthy Statements (emphasis added)

i. "***Whole Nutrition*** Bar for Women"

ii. "With the CORE 4 vitamins and minerals essential to women's ***health*** – calcium, iron, folic acid, and vitamin D – plus 9 grams of protein and 3 grams of fiber, LUNA does it all, beautifully."

iii. "[T]he CORE 4 nutrients are listed because of their importance to many women seeking to maintain their ***health***."

b. Nutrient Content Statements

i. "9g Protein"

ii. "3g Fiber"

iii. "Calcium · Iron · Folic Acid · Vitamin D"

iv. "7g total fat"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 5.83 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 3.75 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

5. **LUNA Whole Nutrition Chocolate Peppermint Stick Bar**

a. Healthy Statements (emphasis added)

i. "***Whole Nutrition*** Bar for Women"

ii. "With the CORE 4 vitamins and minerals essential to women's ***health*** – calcium, iron, folic acid, and vitamin D – plus 8 grams of protein and 4 grams of fiber, LUNA does it all, beautifully."

iii. "[T]he CORE 4 nutrients are listed because of their importance to many women seeking to maintain their ***health***."

b. Nutrient Content Statements

i. "8g Protein"

ii. "4g Fiber"

iii. "Calcium · Iron · Folic Acid · Vitamin D"

iv. "5g total fat"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 4.17 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 2.08 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

6. **LUNA Whole Nutrition Honey Salted Peanut Bar**

a. Healthy Statements (emphasis added)

i. "***Whole Nutrition*** Bar for Women"

ii. "With the CORE 4 vitamins and minerals essential to women's ***health*** – calcium, iron, folic acid, and vitamin D – plus 10 grams of protein and 3 grams of fiber, LUNA does it all, beautifully."

iii. "[T]he CORE 4 nutrients are listed because of their importance to many women seeking to maintain their ***health***."

b. Nutrient Content Statements

i. "10g Protein"

ii. "3g Fiber"

iii. "Calcium · Iron · Folic Acid · Vitamin D"

iv. "7g total fat"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 5.83 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 2.08 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

7. **LUNA Whole Nutrition Iced Oatmeal Raisin Bar**

a. Healthy Statements (emphasis added)

i. "***Whole Nutrition*** Bar for Women"

ii. "With the CORE 4 vitamins and minerals essential to women's ***health*** – calcium, iron, folic acid, and vitamin D – plus 9 grams of protein and 3 grams of fiber, LUNA does it all, beautifully."

iii. "[T]he CORE 4 nutrients are listed because of their importance to many women seeking to maintain their ***health***."

b. Nutrient Content Statements

i. "9g Protein"

ii. "3g Fiber"

iii. "Calcium · Iron · Folic Acid · Vitamin D"

iv. "4.5g total fat"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 3.75 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 1.67 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

8. **LUNA Whole Nutrition Lemon Zest Bar**

a. Healthy Statements (emphasis added)

i. "***Whole Nutrition*** Bar for Women"

ii. "With the CORE 4 vitamins and minerals essential to women's ***health*** – calcium, iron, folic acid, and vitamin D – plus 9 grams of protein and 3 grams of fiber, LUNA does it all, beautifully."

iii. "[T]he CORE 4 nutrients are listed because of their importance to many women seeking to maintain their ***health***."

b. Nutrient Content Statements

i. "9g Protein"

ii. "3g Fiber"

iii. "Calcium · Iron · Folic Acid · Vitamin D"

iv. "5g total fat"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 4.17 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 2.08 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

9. **LUNA Whole Nutrition Nutz over Chocolate Bar**

a. Healthy Statements (emphasis added)

i. "***Whole Nutrition*** Bar for Women"

ii. "With the CORE 4 vitamins and minerals essential to women's ***health*** – calcium, iron, folic acid, and vitamin D – plus 9 grams of protein and 4 grams of fiber, LUNA does it all, beautifully."

iii. "[T]he CORE 4 nutrients are listed because of their importance to many women seeking to maintain their ***health***."

b. Nutrient Content Statements

i. "9g Protein"

ii. "4g Fiber"

iii. "Calcium · Iron · Folic Acid · Vitamin D"

iv. "6g total fat"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 5 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 2.08 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

10. **LUNA Whole Nutrition Peanut Butter Cookie Bar**

a. Healthy Statements (emphasis added)

i. "***Whole Nutrition*** Bar for Women"

ii. "With the CORE 4 vitamins and minerals essential to women's ***health*** – calcium, iron, folic acid, and vitamin D – plus 9 grams of protein and 3 grams of fiber, LUNA does it all, beautifully."

iii. "[T]he CORE 4 nutrients are listed because of their importance to many women seeking to maintain their ***health***."

b. Nutrient Content Statements

i. "9g Protein"

ii. "3g Fiber"

iii. "Calcium · Iron · Folic Acid · Vitamin D"

iv. "6g total fat"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 5 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 1.67 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

11. **LUNA Whole Nutrition S'mores Bar**

a. Healthy Statements (emphasis added)

i. "***Whole Nutrition*** Bar for Women"

ii. "With the CORE 4 vitamins and minerals essential to women's ***health*** – calcium, iron, folic acid, and vitamin D – plus 9 grams of protein and 3 grams of fiber, LUNA does it all, beautifully."

iii. "[T]he CORE 4 nutrients are listed because of their importance to many women seeking to maintain their ***health***."

b. Nutrient Content Statements

i. "9g Protein"

ii. "3g Fiber"

iii. "Calcium · Iron · Folic Acid · Vitamin D"

iv. "5g total fat"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 4.17 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 2.08 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

12. **LUNA Whole Nutrition Vanilla Almond Bar**

a. Healthy Statements (emphasis added)

i. "***Whole Nutrition*** Bar for Women"

ii. "With the CORE 4 vitamins and minerals essential to women's ***health*** – calcium, iron, folic acid, and vitamin D – plus 10 grams of protein and 3 grams of fiber, LUNA does it all, beautifully."

iii. "[T]he CORE 4 nutrients are listed because of their importance to many women seeking to maintain their ***health***."

b. Nutrient Content Statements

i. "10g Protein"

ii. "3g Fiber"

iii. "Calcium · Iron · Folic Acid · Vitamin D"

iv. "6g total fat"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 5 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 1.67 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

13. **LUNA Whole Nutrition White Chocolate Macadamia Bar**

a. Healthy Statements (emphasis added)

i. "***Whole Nutrition*** Bar for Women"

ii. "With the CORE 4 vitamins and minerals essential to women's ***health*** – calcium, iron, folic acid, and vitamin D – plus 9 grams of protein and 3 grams of fiber, LUNA does it all, beautifully."

iii. "[T]he CORE 4 nutrients are listed because of their importance to many women seeking to maintain their ***health***."

b. Nutrient Content Statements

i. "9g Protein"

ii. "3g Fiber"

iii. "Calcium · Iron · Folic Acid · Vitamin D"

iv. "7g total fat"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 5.83 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 1.67 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

Nutrition Facts
Serv. Size 1 bar (48g)
Calories 180
Calories from Fat 45

**Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**
Total Fat 5g	8%	**Sodium** 110mg	5%	Insoluble Fiber 0g	
Sat. Fat 2g	10%	**Potassium** 90mg	3%	Sugars 13g	
Trans Fat 0g		**Total Carb.** 28g	9%	Other Carb. 12g	
Cholesterol 0mg	0%	Dietary Fiber 3g	12%	**Protein** 8g	16%

Vit. A 20% • Vit. C 20% • Calcium 35% • Iron 30% • Vit. D 15% • Vit. E 30% • Vit. K 10% • Thiamin (B1) 10% • Riboflavin (B2) 40% • Niacin (B3) 40% • Vit. B6 80% • Folate 100% • Vit. B12 80% • Biotin 25% • Pantothenic Acid 40% • Phosphorus 20% • Iodine 35% • Magnesium 10% • Zinc 35% • Selenium 35% • Copper 10% • Manganese 25% • Chromium 25% • Molybdenum 25%

LOW GLYCEMIC
Low-glycemic foods digest slowly for prolonged levels of satiation and energy.

Contains 5g total fat

INGREDIENTS: LunaPro® (Soy Rice Crisps [Soy Protein Isolate, Organic Rice Flour, Calcium Carbonate], Organic Toasted Oats [Organic Rolled Oats, Organic Dried Cane Syrup, Natural Vitamin E (Antioxidant)], Organic Soy Flour, Organic Pastry Flour, Organic Brown Rice Syrup, Blueberry Fruit Topping (Organic Dried Cane Syrup, Inulin [Chicory Extract], Organic Brown Rice Syrup, Organic Apple Powder, Vegetable Glycerin, Organic Blueberry Juice Concentrate, Organic Corn Starch, Water, Organic Palm Kernel Solids, Organic Tapioca Maltodextrin, Citric Acid, Natural Flavor, Pectin, Organic Soy Lecithin, Red Cabbage Extract [for Color]), Coating (Organic Dried Cane Syrup, Palm Kernel Oil, Organic Palm Kernel Solids, Organic Soy Flour, Organic Soy Lecithin, Organic Vanilla Extract, Inulin [Chicory Extract], Organic Soy Butter (Organic Roasted Soybeans, Organic Soybean Oil, Salt), Organic Almonds, Organic Tapioca Syrup Solids, Dried Blueberries (Blueberries, Apple Juice Concentrate), Vegetable Glycerin, Organic Sunflower Oil, Natural Flavors, Sea Salt, Citric Acid, Natural Vitamin E (Antioxidant). VITAMINS & MINERALS: Dicalcium Phosphate, Calcium Carbonate, Magnesium Oxide, Ferrous Fumarate (Iron), Niacinamide (Vit. B3), Ascorbic Acid (Vit. C), DL-Alpha Tocopheryl Acetate (Vit. E), Zinc Oxide, Thiamin Mononitrate (Vit. B1), Cyanocobalamin (Vit. B12), Folic Acid, Cupric Oxide, Phytonadione (Vit. K), Biotin, Potassium Iodide. ALLERGEN STATEMENT: CONTAINS SOY AND ALMONDS. MAY CONTAIN TRACES OF MILK, PEANUTS AND OTHER TREE NUTS. MAY CONTAIN NUTSHELL FRAGMENTS. NO HYDROGENATED OILS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. 70% ORGANIC INGREDIENTS.

LUNA®

GLUTEN FREE
8g PROTEIN
3g FIBER†
70% ORGANIC

Blueberry Bliss

WHOLE NUTRITION BAR FOR WOMEN®

NET WT 1.69 OZ/48g

CALCIUM • IRON • FOLIC ACID • VITAMIN D

To Aunt Doris: Never without lipstick–glamorous, classy, and "fierce" despite fighting breast cancer–you are an inspiration still.
–Jennifer (LUNAFEST Host)
WHO INSPIRES YOU? TELL US AT LUNABAR.COM

BREAST CANCER FUND
PREVENTION STARTS HERE.
LUNA® is an active sponsor of the Breast Cancer Fund and its efforts to eliminate the environmental and preventable causes of the disease.
breastcancerfund.org

7 22252 27001 6

As women, we crave a snack that does more than merely get us through the day. It needs to nourish, curb hunger, AND taste great–to satisfy entirely. Say hello to LUNA, the delightfully delicious, 70% organic snack that multitasks! With the **CORE 4*** vitamins and minerals essential to women's health–**calcium, iron, folic acid, and vitamin D**–plus 8 grams of protein and 3 grams of fiber.† LUNA does it all, beautifully. Feel the power of positive snacking. *–The Women of LUNA*

*While other nutrients are also essential for human nutrition, the CORE 4 nutrients are listed because of their importance to many women seeking to maintain their health.

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 • 1-800-LUNABAR M–F 8–5 PST • lunabar.com

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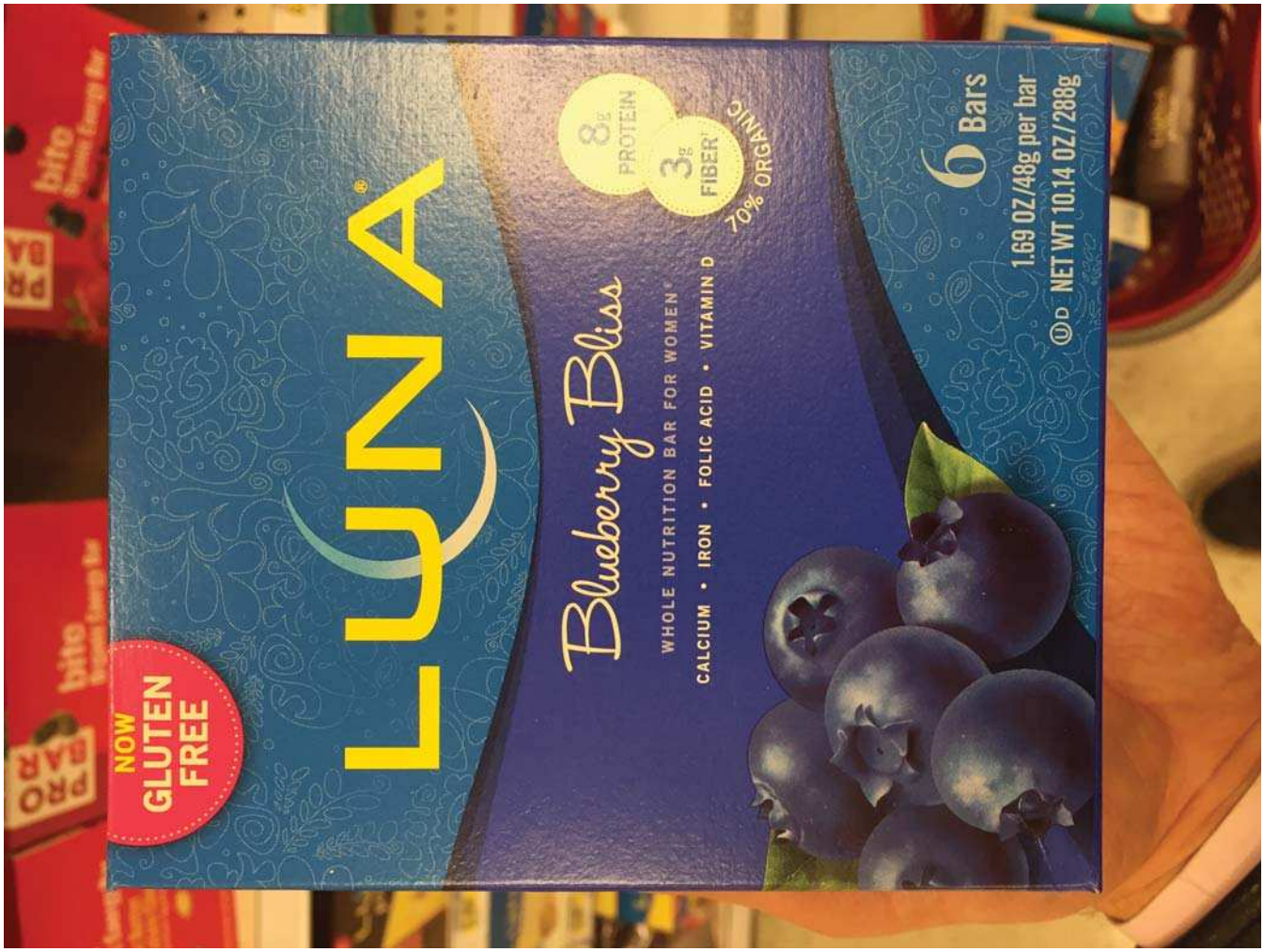
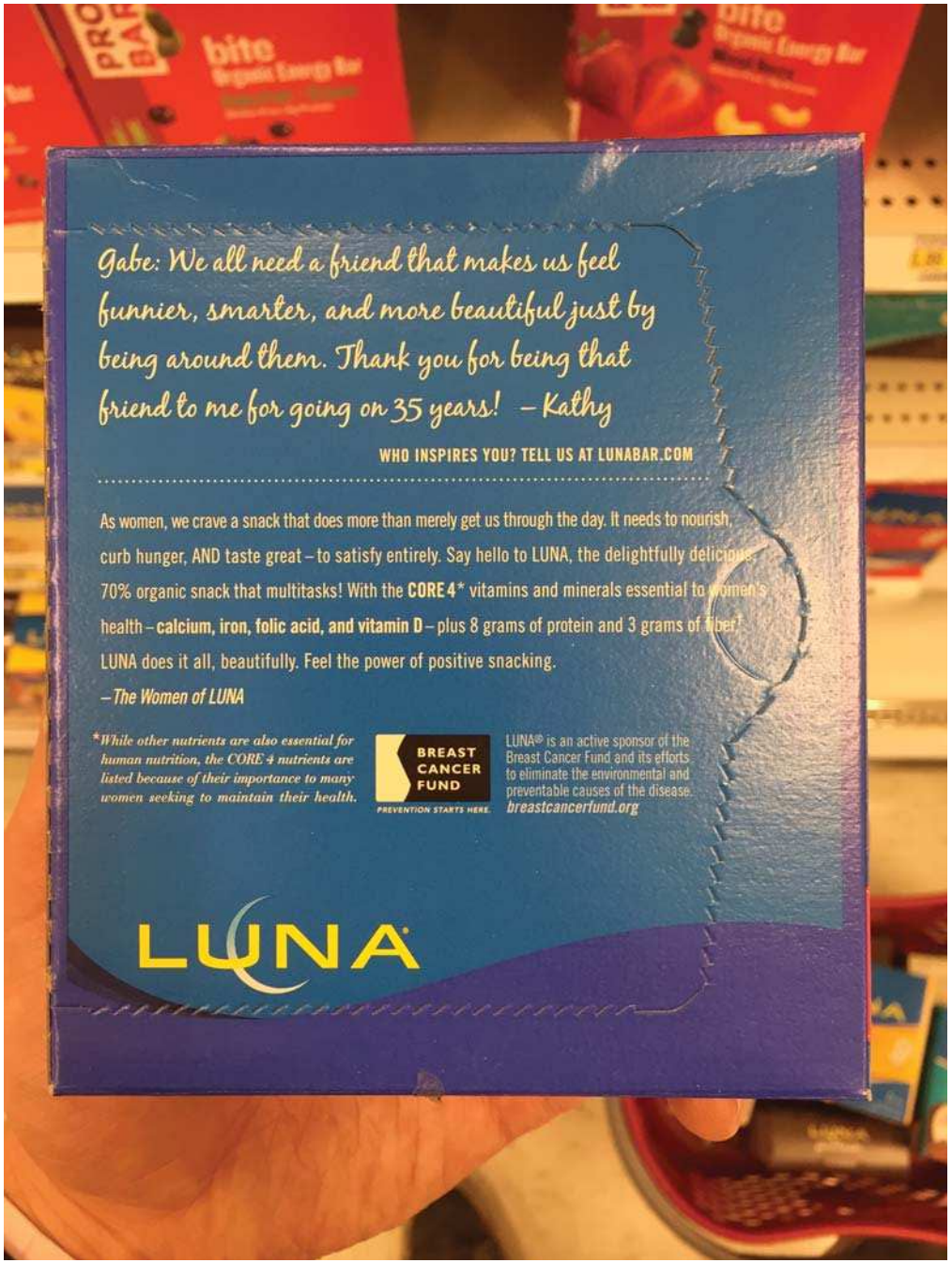
BEST BY 25SEP16OM1


NOW
GLUTEN
FREE
LUNA
8g PROTEIN
3g FIBER†
70% ORGANIC
Blueberry Bliss
WHOLE NUTRITION BAR FOR WOMEN®
CALCIUM • IRON • FOLIC ACID • VITAMIN D


NOW
GLUTEN
FREE
LUNA
8g PROTEIN
3g FIBER†
70% ORGANIC
Blueberry Bliss
WHOLE NUTRITION BAR FOR WOMEN®
CALCIUM • IRON • FOLIC ACID • VITAMIN D
6 Bars
1.69 OZ/48g per bar
NET WT 10.14 OZ/288g


Gabe: We all need a friend that makes us feel funnier, smarter, and more beautiful just by being around them. Thank you for being that friend to me for going on 35 years! – Kathy
WHO INSPIRES YOU? TELL US AT LUNABAR.COM
As women, we crave a snack that does more than merely get us through the day. It needs to nourish, curb hunger, AND taste great – to satisfy entirely. Say hello to LUNA, the delightfully delicious 70% organic snack that multitasks! With the CORE 4* vitamins and minerals essential to women's health – calcium, iron, folic acid, and vitamin D – plus 8 grams of protein and 3 grams of fiber! LUNA does it all, beautifully. Feel the power of positive snacking.
– The Women of LUNA
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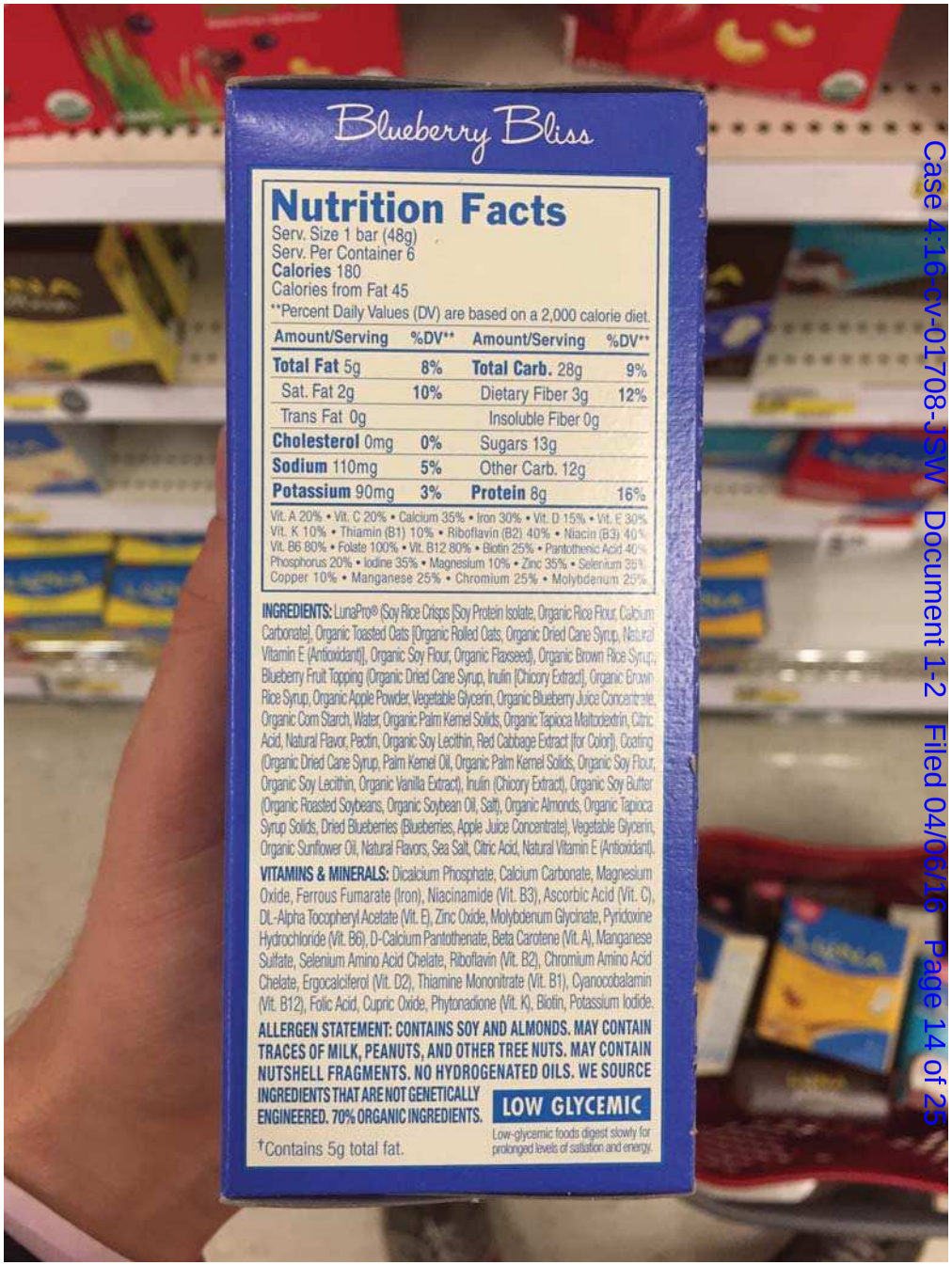
BREAST CANCER FUND
PREVENTION STARTS HERE.
LUNA® is an active sponsor of the Breast Cancer Fund and its efforts to eliminate the environmental and preventable causes of the disease. breastcancerfund.org
LUNA


Blueberry Bliss
Nutrition Facts
Serv. Size 1 bar (48g)
Serv. Per Container 6
Calories 180
Calories from Fat 45
**Percent Daily Values (DV) are based on a 2,000 calorie diet.
Amount/Serving %DV** Amount/Serving %DV**
Total Fat 5g 8% Total Carb. 28g 9%
Sat. Fat 2g 10% Dietary Fiber 3g 12%
Trans Fat 0g Insoluble Fiber 0g
Cholesterol 0mg 0% Sugars 13g
Sodium 110mg 5% Other Carb. 12g
Potassium 90mg 3% Protein 8g 16%
Vit. A 20% • Vit. C 20% • Calcium 35% • Iron 30% • Vit. D 15% • Vit. E 30% • Vit. K 10% • Thiamin (B1) 10% • Riboflavin (B2) 40% • Niacin (B3) 40% • Vit. B6 80% • Folate 100% • Vit. B12 80% • Biotin 25% • Pantothenic Acid 40% • Phosphorus 20% • Iodine 35% • Magnesium 10% • Zinc 35% • Selenium 35% • Copper 10% • Manganese 25% • Chromium 25% • Molybdenum 25%
INGREDIENTS: LunaPro® (Soy Rice Crisps [Soy Protein Isolate, Organic Rice Flour, Calcium Carbonate], Organic Toasted Oats [Organic Rolled Oats, Organic Dried Cane Syrup, Natural Vitamin E (Antioxidant)], Organic Soy Flour, Organic Flaxseed), Organic Brown Rice Syrup, Blueberry Fruit Topping (Organic Dried Cane Syrup, Inulin [Chicory Extract], Organic Brown Rice Syrup, Organic Apple Powder, Vegetable Glycerin, Organic Blueberry Juice Concentrate, Organic Corn Starch, Water, Organic Palm Kernel Solids, Organic Tapioca Maltodextrin, Citric Acid, Natural Flavor, Pectin, Organic Soy Lecithin, Red Cabbage Extract [for Color]), Coating (Organic Dried Cane Syrup, Palm Kernel Oil, Organic Palm Kernel Solids, Organic Soy Flour, Organic Soy Lecithin, Organic Vanilla Extract), Inulin (Chicory Extract), Organic Soy Butter (Organic Roasted Soybeans, Organic Soybean Oil, Salt), Organic Almonds, Organic Tapioca Syrup Solids, Dried Blueberries (Blueberries, Apple Juice Concentrate), Vegetable Glycerin, Organic Sunflower Oil, Natural Flavors, Sea Salt, Citric Acid, Natural Vitamin E (Antioxidant).
VITAMINS & MINERALS: Dicalcium Phosphate, Calcium Carbonate, Magnesium Oxide, Ferrous Fumarate (Iron), Niacinamide (Vit. B3), Ascorbic Acid (Vit. C), DL-Alpha Tocopheryl Acetate (Vit. E), Zinc Oxide, Molybdenum Glycinate, Pyridoxine Hydrochloride (Vit. B6), D-Calcium Pantothenate, Beta Carotene (Vit. A), Manganese Sulfate, Selenium Amino Acid Chelate, Riboflavin (Vit. B2), Chromium Amino Acid Chelate, Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Cyanocobalamin (Vit. B12), Folic Acid, Cupric Oxide, Phytonadione (Vit. K), Biotin, Potassium Iodide.
ALLERGEN STATEMENT: CONTAINS SOY AND ALMONDS. MAY CONTAIN TRACES OF MILK, PEANUTS, AND OTHER TREE NUTS. MAY CONTAIN NUTSHELL FRAGMENTS. NO HYDROGENATED OILS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. 70% ORGANIC INGREDIENTS.
LOW GLYCEMIC
Low-glycemic foods digest slowly for prolonged levels of satiation and energy.
†Contains 5g total fat.


BEST BY 18JUL16OM
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CERTIFIED ORGANIC BY QAI
100% Recycled Paperboard
This carton is made from 100% recycled content with a maximum 65% pre-consumer content and a minimum 35% post-consumer fiber content. Please recycle.
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6
Bars
LUNA®
Blueberry Bliss

Nutrition Facts
Serv. Size 1 bar (48g)
Calories 190
Calories from Fat 50

**Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**
Total Fat 6g	9%	**Sodium** 135mg	6%	Insoluble Fiber 1g	
Sat. Fat 3g	15%	**Potassium** 170mg	5%	Sugars 13g	
Trans Fat 0g		**Total Carb.** 27g	9%	Other Carb. 11g	
Cholesterol 0mg	0%	Dietary Fiber 3g	12%	**Protein** 8g	16%

Vit. A 20% • Vit. C 20% • Calcium 35% • Iron 30% • Vit. D 15% • Vit. E 30% • Vit. K 10% • Thiamin (B1) 10% • Riboflavin (B2) 40% Niacin (B3) 40% • Vit. B6 80% • Folate 100% • Vit. B12 80% • Biotin 25% • Pantothenic Acid 40% • Phosphorus 20% • Iodine 35% Magnesium 10% • Zinc 35% • Selenium 35% • Copper 10% • Manganese 25% • Chromium 25% • Molybdenum 25%

LOW GLYCEMIC Low-glycemic foods digest slowly for prolonged levels of satiation and energy.

†Contains 6g total fat.

INGREDIENTS: LunaPro® (Cocoa Soy Rice Crisps [Soy Protein Isolate, Organic Rice Flour, Organic Alkalized Cocoa, Calcium Carbonate], Organic Soy Protein, Organic Flaxseed), Organic Brown Rice Syrup, Caramel (Organic Dried Cane Syrup, Organic Brown Rice Syrup, Organic Cane Syrup, Cocoa Butter, Water, Soy Protein Concentrate, Natural Flavors, Salt, Organic Soy Lecithin), Coating (Organic Dried Cane Syrup, Organic Cocoa, Palm Kernel Oil, Organic Palm Kernel Solids, Organic Soy Lecithin, Organic Vanilla Extract), Organic Chocolate Chips (Organic Dried Cane Syrup, Organic Unsweetened Chocolate, Organic Cocoa Butter, Organic Soy Lecithin, Organic Vanilla Extract), Walnuts, Inulin (Chicory Extract), Vegetable Glycerin, Organic Unsweetened Chocolate, Organic Cocoa, Organic Alkalized Cocoa, Organic Natural Flavor, Organic Sunflower Oil, Sea Salt, Natural Flavor, Natural Vitamin E (Antioxidant), **VITAMINS & MINERALS:** Dicalcium Phosphate, Calcium Carbonate, Magnesium Oxide, Ferrous Fumarate (Iron), Niacinamide (Vit. B3), Ascorbic Acid (Vit. C), DL-Alpha Tocopheryl Acetate (Vit. E), Zinc Oxide, Molybdenum Glycinate, Pyridoxine Hydrochloride (Vit. B6), D-Calcium Pantothenate, Beta Carotene (Vit. A), Manganese Sulfate, Selenium Amino Acid Chelate, Riboflavin (Vit. B2), Chromium Amino Acid Chelate, Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Cyanocobalamin (Vit. B12), Folic Acid, Cupric Oxide, Phytonadione (Vit. K), Biotin, Potassium Iodide. **ALLERGEN STATEMENT: CONTAINS SOY AND WALNUTS. MAY CONTAIN TRACES OF MILK. MAY CONTAIN NUTSHELL FRAGMENTS. NO HYDROGENATED OILS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. 70% ORGANIC INGREDIENTS.**

LUNA®

GLUTEN FREE
8g PROTEIN
3g FIBER†
70% ORGANIC

Caramel Nut Brownie

UD WHOLE NUTRITION BAR FOR WOMEN®

NET WT 1.69 OZ/48g

CALCIUM • IRON • FOLIC ACID • VITAMIN D

To my sister Carrie, who inspires me every day to work a little harder, search a little deeper, and strive for just a little more in life and in love. –Kelly

WHO INSPIRES YOU? TELL US AT LUNABAR.COM

BREAST CANCER FUND
PREVENTION STARTS HERE.

LUNA® is an active sponsor of the Breast Cancer Fund and its efforts to eliminate the environmental and preventable causes of the disease. *breastcancerfund.org*

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As women, we crave a snack that does more than merely get us through the day. It needs to nourish, curb hunger, AND taste great – to satisfy entirely. Say hello to LUNA, the delightfully delicious, 70% organic snack that multitasks! With the **CORE 4*** vitamins and minerals essential to women's health – **calcium, iron, folic acid, and vitamin D** – plus 8 grams of protein and 3 grams of fiber,† LUNA does it all, beautifully. Feel the power of positive snacking. *–The Women of LUNA*

**While other nutrients are also essential for human nutrition, the CORE 4 nutrients are listed because of their importance to many women seeking to maintain their health.*

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CERTIFIED ORGANIC BY QAI

BEST BY

Made in Canada
12JUN16NE1

Nutrition Facts
Serv. Size 1 bar (48g)
Calories 180
Calories from Fat 45

**Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**
Total Fat 5g	8%	**Sodium** 150mg	6%	Insoluble Fiber 1g	
Sat. Fat 2.5g	13%	**Potassium** 140mg	4%	Sugars 12g	
Trans Fat 0g		**Total Carb.** 27g	9%	Other Carb. 11g	
Cholesterol 0mg	0%	Dietary Fiber 4g	16%	**Protein** 9g	18%

Vit. A 20% • Vit. C 20% • Calcium 35% • Iron 30% • Vit. D 15% • Vit. E 30% • Vit. K 10% • Thiamin (B1) 10% • Riboflavin (B2) 40% Niacin (B3) 40% • Vit. B6 80% • Folate 100% • Vit. B12 80% • Biotin 25% • Pantothenic Acid 40% • Phosphorus 20% • Iodine 35% Magnesium 10% • Zinc 35% • Selenium 35% • Copper 10% • Manganese 25% • Chromium 25% • Molybdenum 25%

LOW GLYCEMIC Low-glycemic foods digest slowly for prolonged levels of satiation and energy.

†Contains 5g total fat.

INGREDIENTS: LunaPro® (Cocoa Soy Rice Crisps [Soy Protein Isolate, Organic Rice Flour, Organic Alkalized Cocoa, Calcium Carbonate], Organic Soy Protein Concentrate, Organic Milled Flaxseed), Organic Brown Rice Syrup, Coating (Organic Dried Cane Syrup, Organic Cocoa, Palm Kernel Oil, Organic Palm Kernel Solids, Organic Soy Lecithin, Organic Vanilla Extract), Inulin (Chicory Extract), Organic Cane Syrup, Organic Chocolate Chips (Organic Dried Cane Syrup, Organic Unsweetened Chocolate, Organic Cocoa Butter, Organic Soy Lecithin, Organic Vanilla Extract), Organic Alkalized Cocoa, Vegetable Glycerin, Organic Cocoa, Organic Cashew Butter, Natural Flavors, Organic Sunflower Oil, Organic Unsweetened Chocolate, Organic Gum Arabic, Sea Salt, Soy Lecithin, Natural Vitamin E (Antioxidant). **VITAMINS & MINERALS:** Dicalcium Phosphate, Calcium Carbonate, Magnesium Oxide, Ferrous Fumarate (Iron), Niacinamide (Vit. B3), Ascorbic Acid (Vit. C), DL-Alpha Tocopheryl Acetate (Vit. E), Zinc Oxide, Molybdenum Glycinate, Pyridoxine Hydrochloride (Vit. B6), D-Calcium Pantothenate, Beta Carotene (Vit. A), Manganese Sulfate, Selenium Amino Acid Chelate, Riboflavin (Vit. B2), Chromium Amino Acid Chelate, Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Cyanocobalamin (Vit. B12), Folic Acid, Cupric Oxide, Phytonadione (Vit. K), Biotin, Potassium Iodide. **ALLERGEN STATEMENT: CONTAINS SOY AND CASHEWS. MAY CONTAIN TRACES OF MILK AND OTHER TREE NUTS. NO HYDROGENATED OILS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. 70% ORGANIC INGREDIENTS.**

NEW FLAVOR

LUNA®

GLUTEN FREE

9g PROTEIN

4g FIBER†

70% ORGANIC

Chocolate Cupcake

UD WHOLE NUTRITION BAR FOR WOMEN*

NET WT 1.69 OZ/48g

CALCIUM • IRON • FOLIC ACID • VITAMIN D

Audrey: You taught me how to walk to the edge, listen to my heart, and choose with no regret. Thank you for believing in me. – Erica

WHO INSPIRES YOU? TELL US AT LUNABAR.COM

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BREAST CANCER FUND
PREVENTION STARTS HERE.

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breastcancerfund.org

**While other nutrients are also essential for human nutrition, the CORE 4 nutrients are listed because of their importance to many women seeking to maintain their health.*

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BEST BY 26MAY16OL2

LUNA®

Chocolate Cupcake

NOW GLUTEN FREE

NEW FLAVOR

LUNA®

Chocolate Cupcake

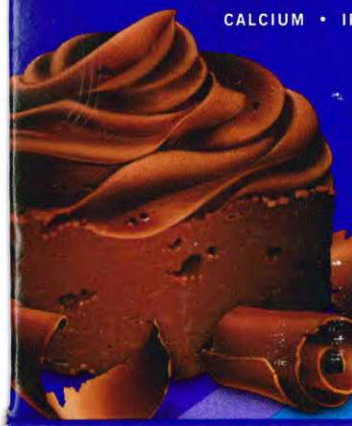
WHOLE NUTRITION BAR FOR WOMEN

CALCIUM • IRON • FOLIC ACID • VITAMIN D

9g PROTEIN

4g FIBER†

70% ORGANIC



6 Bars

1.69 OZ/48g per bar

NET WT 10.14 OZ/288g

CLIF

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100% Recycled Paperboard

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25077 002 R4

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17

Chocolate Cupcake

Nutrition Facts

Serv. Size 1 bar (48g)
Serv. Per Container 6
Calories 180
Calories from Fat 45
**Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV**	Amount/Serving	%DV**
Total Fat 5g	8%	**Total Carb.** 27g	9%
Sat. Fat 2.5g	13%	Dietary Fiber 4g	16%
Trans Fat 0g		Insoluble Fiber 1g	
Cholesterol 0mg	0%	Sugars 12g	
Sodium 150mg	6%	Other Carb. 11g	
Potassium 140mg	4%	**Protein** 9g	18%

Vit. A 20% • Vit. C 20% • Calcium 35% • Iron 30% • Vit. D 15% • Vit. E 20% • Vit. K 10% • Thiamin (B1) 10% • Riboflavin (B2) 40% • Niacin (B3) 20% • Vit. B6 80% • Folate 100% • Vit. B12 80% • Biotin 25% • Pantothenic Acid 20% • Phosphorus 20% • Iodine 35% • Magnesium 10% • Zinc 35% • Selenium 35% • Copper 10% • Manganese 25% • Chromium 25% • Molybdenum 25%

INGREDIENTS: LunaPro® (Cocoa Soy Rice Crisps [Soy Protein Isolate, Organic Rice Flour, Organic Alkalized Cocoa, Calcium Carbonate], Organic Soy Protein Concentrate, Organic Milled Flaxseed), Organic Brown Rice Syrup, Coating (Organic Dried Cane Syrup, Organic Cocoa, Palm Kernel Oil, Organic Palm Kernel Solids, Organic Soy Lecithin, Organic Vanilla Extract), Inulin (Chicory Extract), Organic Cane Syrup, Organic Chocolate Chips (Organic Dried Cane Syrup, Organic Unsweetened Chocolate, Organic Cocoa Butter, Organic Soy Lecithin, Organic Vanilla Extract), Organic Alkalized Cocoa, Vegetable Glycerin, Organic Cocoa, Organic Cashew Butter, Natural Flavors, Organic Sunflower Oil, Organic Unsweetened Chocolate, Organic Gum Arabic, Sea Salt, Soy Lecithin, Natural Vitamin E (Antioxidant).

VITAMINS & MINERALS: Dicalcium Phosphate, Calcium Carbonate, Magnesium Oxide, Ferrous Fumarate (Iron), Niacinamide (Vit. B3), Ascorbic Acid (Vit. C), DL-Alpha Tocopheryl Acetate (Vit. E), Zinc Oxide, Molybdenum Glycinate, Pyridoxine Hydrochloride (Vit. B6), D-Calcium Pantothenate, Beta Carotene (Vit. A), Manganese Sulfate, Selenium Amino Acid Chelate, Riboflavin (Vit. B2), Chromium Amino Acid Chelate, Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Cyanocobalamin (Vit. B12), Folic Acid, Cupric Oxide, Phytonadione (Vit. K), Biotin, Potassium Iodide.

ALLERGEN STATEMENT: CONTAINS SOY AND CASHEWS. MAY CONTAIN TRACES OF MILK AND OTHER TREE NUTS. NO HYDROGENATED OILS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. 70% ORGANIC INGREDIENTS.

LOW GLYCEMIC

Low-glycemic foods digest slowly for prolonged levels of satiation and energy.

†Contains 5g total fat.

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6/15 12

L13_1304

9 bars

To my precious "sole" sisters: Thank you for sharing all the miles, laughs, triumphs, and challenges with me. I am inspired, motivated, and deeply grateful for you. – Sara (Portland Team LUNA Chix)

WHO INSPIRES YOU? TELL US AT LUNABAR.COM

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– The Women of LUNA

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LUNA®

BEST BY 25MAY16OL

9g PROTEIN

4g FIBER†

70% ORGANIC

LUNA®

Chocolate Cupcake

WHOLE NUTRITION BAR FOR WOMEN

CALCIUM • IRON • FOLIC ACID • VITAMIN D

NOW GLUTEN FREE

23-0773-01
1 2 3
1 2 3

Nutrition Facts
Serv. Size 1 bar (48g)
Calories 190
Calories from Fat 70

**Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**
Total Fat 7g	**11%**	**Sodium** 200mg	**8%**	Insoluble Fiber 1g	
Sat. Fat 4.5g	**23%**	**Potassium** 110mg	**3%**	Sugars 11g	
Trans Fat 0g		**Total Carb.** 25g	**8%**	Other Carb. 11g	
Cholesterol 0mg	**0%**	Dietary Fiber 3g	**12%**	**Protein** 9g	**18%**

Vit. A 20% • Vit. C 20% • Calcium 35% • Iron 30% • Vit. D 15% • Vit. E 30% • Vit. K 10% • Thiamin (B1) 10% • Riboflavin (B2) 40% • Niacin (B3) 40% • Vit. B6 80% • Folate 100% • Vit. B12 80% • Biotin 25% • Pantothenic Acid 40% • Phosphorus 20% • Iodine 35% • Magnesium 10% • Zinc 35% • Selenium 35% • Copper 10% • Manganese 25% • Chromium 25% • Molybdenum 25%

LOW GLYCEMIC Low-glycemic foods digest slowly for prolonged levels of satiation and energy.

†Contains 7g total fat.

INGREDIENTS: LunaPro® (Soy Rice Crisps [Soy Protein Isolate, Organic Rice Flour, Calcium Carbonate], Organic Toasted Oats [Organic Rolled Oats, Organic Dried Cane Syrup, Natural Vitamin E (Antioxidant)], Organic Roasted Soybeans, Organic Soy Flour, Organic Milled Flaxseed), Organic Brown Rice Syrup, Coating (Organic Dried Cane Syrup, Organic Cocoa, Palm Kernel Oil, Organic Palm Kernel Solids, Organic Soy Lecithin, Organic Vanilla Extract), Organic Soy Protein Concentrate, Inulin (Chicory Extract), Organic Dried Cane Syrup, Almond Butter, Organic Coconut Oil, Organic Almonds, Vegetable Glycerin, Organic Tapioca Syrup Solids, Organic Coconut, Organic Sunflower Oil, Sea Salt, Organic Natural Flavors, Natural Flavors, Soy Lecithin, Natural Vitamin E (Antioxidant). **VITAMINS & MINERALS:** Dicalcium Phosphate, Calcium Carbonate, Magnesium Oxide, Ferrous Fumarate (Iron), Niacinamide (Vit. B3), Ascorbic Acid (Vit. C), DL-Alpha Tocopheryl Acetate (Vit. E), Zinc Oxide, Molybdenum Glycinate, Pyridoxine Hydrochloride (Vit. B6), D-Calcium Pantothenate, Beta Carotene (Vit. A), Manganese Sulfate, Selenium Amino Acid Chelate, Riboflavin (Vit. B2), Chromium Amino Acid Chelate, Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Cyanocobalamin (Vit. B12), Folic Acid, Cupric Oxide, Phytonadione (Vit. K), Biotin, Potassium Iodide. **ALLERGEN STATEMENT: CONTAINS SOY, ALMONDS, AND COCONUT. MAY CONTAIN TRACES OF MILK, PEANUTS, AND OTHER TREE NUTS. MAY CONTAIN NUTSHELL FRAGMENTS. NO HYDROGENATED OILS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. 70% ORGANIC INGREDIENTS.**

SEE NUTRITION INFORMATION FOR SATURATED FAT CONTENT

LUNA®

GLUTEN FREE

9g PROTEIN

3g FIBER†

70% ORGANIC

Chocolate Dipped Coconut

UD WHOLE NUTRITION BAR FOR WOMEN®

NET WT 1.69 OZ/48g

CALCIUM • IRON • FOLIC ACID • VITAMIN D

To my first dance partner, my mom, Susan: Thank you for showing me that moving is fun from very early on in life.
–Lindsey (LUNA Moms Club)

WHO INSPIRES YOU? TELL US AT LUNABAR.COM

BREAST CANCER FUND
PREVENTION STARTS HERE.

LUNA® is an active sponsor of the Breast Cancer Fund and its efforts to eliminate the environmental and preventable causes of the disease.
breastcancerfund.org

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As women, we crave a snack that does more than merely get us through the day. It needs to nourish, curb hunger, AND taste great – to satisfy entirely. Say hello to LUNA, the delightfully delicious, 70% organic snack that multitasks! With the **CORE 4*** vitamins and minerals essential to women's health – **calcium, iron, folic acid, and vitamin D** – plus 9 grams of protein and 3 grams of fiber.† LUNA does it all, beautifully. Feel the power of positive snacking. ***–The Women of LUNA***

**While other nutrients are also essential for human nutrition, the CORE 4 nutrients are listed because of their importance to many women seeking to maintain their health.*

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 • 1-800-LUNABAR M-F 8-5 PST • lunabar.com

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LUNA
6 Bars
Chocolate Dipped Coconut
NOW GLUTEN FREE
9g PROTEIN
3g FIBER
70% ORGANIC
WHOLE NUTRITION BAR FOR WOMEN®
CALCIUM • IRON • FOLIC ACID • VITAMIN D
1.69 OZ/48g per bar
NET WT 10.14 OZ/288g
Nutrition Facts
Serv. Size 1 bar (48g)
Serv. Per Container 6
Calories 190
Calories from Fat 70
**Percent Daily Values (DV) are based on a 2,000 calorie diet.
Amount/Serving %DV**
Total Fat 7g 11%
Sat. Fat 4.5g 23%
Trans Fat 0g
Cholesterol 0mg 0%
Sodium 200mg 8%
Potassium 110mg 3%
Amount/Serving %DV**
Total Carb. 25g 8%
Dietary Fiber 3g 12%
Insoluble Fiber 1g
Sugars 11g
Other Carb. 11g
Protein 9g 18%
INGREDIENTS:
ALLERGEN STATEMENT: CONTAINS SOY, ALMONDS, AND COCONUT. MAY CONTAIN TRACES OF MILK, PEANUTS, AND OTHER TREE NUTS. MAY CONTAIN NUTSHELL FRAGMENTS. NO HYDROGENATED OILS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.
70% ORGANIC INGREDIENTS.
LOW GLYCEMIC
†Contains 7g total fat.
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100% Recycled Paperboard
22252 25076

Carrie: You inspire me by being such a fantastic mom. I hope I can be like you someday! I love you! –Alison (LUNA Chix Pro Team)

WHO INSPIRES YOU? TELL US AT LUNABAR.COM

As women, we crave a snack that does more than merely get us through the day. It needs to nourish, curb hunger, AND taste great – to satisfy entirely. Say hello to LUNA, the delightfully delicious, 70% organic snack that multitasks! With the **CORE 4*** vitamins and minerals essential to women's health – **calcium, iron, folic acid, and vitamin D** – plus 9 grams of protein and 3 grams of fiber,[1] LUNA does it all, beautifully. Feel the power of positive snacking.

– The Women of LUNA

**While other nutrients are also essential for human nutrition, the CORE 4 nutrients are listed because of their importance to many women seeking to maintain their health.*

BREAST CANCER FUND
PREVENTION STARTS HERE.

LUNA® is an active sponsor of the Breast Cancer Fund and its efforts to eliminate the environmental and preventable causes of the disease. *breastcancerfund.org*

LUNA

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Nutrition Facts
Serv. Size 1 bar (48g)
Calories 180
Calories from Fat 45

**Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**
Total Fat 5g	8%	**Sodium** 110mg	5%	Insoluble Fiber 1g	
Sat. Fat 2.5g	13%	**Potassium** 115mg	3%	Sugars 12g	
Trans Fat 0g		**Total Carb.** 29g	10%	Other Carb. 13g	
Cholesterol 0mg	0%	Dietary Fiber 4g	16%	**Protein** 8g	16%

Vit. A 20% • Vit. C 20% • Calcium 35% • Iron 30% • Vit. D 15% • Vit. E 30% • Vit. K 10% • Thiamin (B1) 10% • Riboflavin (B2) 40% • Niacin (B3) 40% • Vit. B6 80% • Folate 100% • Vit. B12 80% • Biotin 25% • Pantothenic Acid 40% • Phosphorus 20% • Iodine 35% • Magnesium 10% • Zinc 35% • Selenium 35% • Copper 10% • Manganese 25% • Chromium 25% • Molybdenum 25%

LOW GLYCEMIC Low-glycemic foods digest slowly for prolonged levels of satiation and energy.

†Contains 5g total fat.

INGREDIENTS: LunaPro® (Cocoa Soy Rice Crisps [Soy Protein Isolate, Organic Rice Flour, Organic Alkalized Cocoa, Calcium Carbonate], Organic Toasted Oats [Organic Rolled Oats, Organic Dried Cane Syrup, Natural Vitamin E (Antioxidant)], Organic Roasted Soybeans, Organic Soy Flour, Organic Milled Flaxseed), Organic Brown Rice Syrup, Coating (Organic Dried Cane Syrup, Palm Kernel Oil, Organic Palm Kernel Solids, Organic Soy Flour, Organic Soy Lecithin, Organic Vanilla Extract), Inulin (Chicory Extract), Chocolate Cookies (Organic Rice Flour, Organic Dried Cane Syrup, Palm Sunflower Oil, Tapioca Starch, Alkalized Cocoa, Unsweetened Chocolate, Salt, Sodium Bicarbonate, Soy Lecithin), Vegetable Glycerin, Organic Cocoa, Organic Unsweetened Chocolate, Organic Sunflower Oil, Peppermint Candy (Dried Cane Syrup, Natural Flavors, Beet Powder [for Color]), Natural Flavors, Sea Salt. **VITAMINS & MINERALS:** Dicalcium Phosphate, Calcium Carbonate, Magnesium Oxide, Ferrous Fumarate (Iron), Niacinamide (Vit. B3), Ascorbic Acid (Vit. C), DL-Alpha Tocopheryl Acetate (Vit. E), Zinc Oxide, Molybdenum Glycinate, Pyridoxine Hydrochloride (Vit. B6), D-Calcium Pantothenate, Beta Carotene (Vit. A), Manganese Sulfate, Selenium Amino Acid Chelate, Riboflavin (Vit. B2), Chromium Amino Acid Chelate, Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Cyanocobalamin (Vit. B12), Folic Acid, Cupric Oxide, Phytonadione (Vit. K), Biotin, Potassium Iodide. **ALLERGEN STATEMENT: CONTAINS SOY. MAY CONTAIN TRACES OF MILK, PEANUTS, AND TREE NUTS. NO HYDROGENATED OILS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. 70% ORGANIC INGREDIENTS.**

LUNA®

GLUTEN FREE

8g PROTEIN

4g FIBER†

70% ORGANIC

Chocolate Peppermint Stick

WHOLE NUTRITION BAR FOR WOMEN*

NET WT 1.69 OZ/48g

CALCIUM • IRON • FOLIC ACID • VITAMIN D

Audrey: You taught me how to walk to the edge, listen to my heart, and choose with no regret. Thank you for believing in me. – Erica

WHO INSPIRES YOU? TELL US AT LUNABAR.COM

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BREAST CANCER FUND
PREVENTION STARTS HERE.

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breastcancerfund.org

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*While other nutrients are also essential for human nutrition, the CORE 4 nutrients are listed because of their importance to many women seeking to maintain their health.

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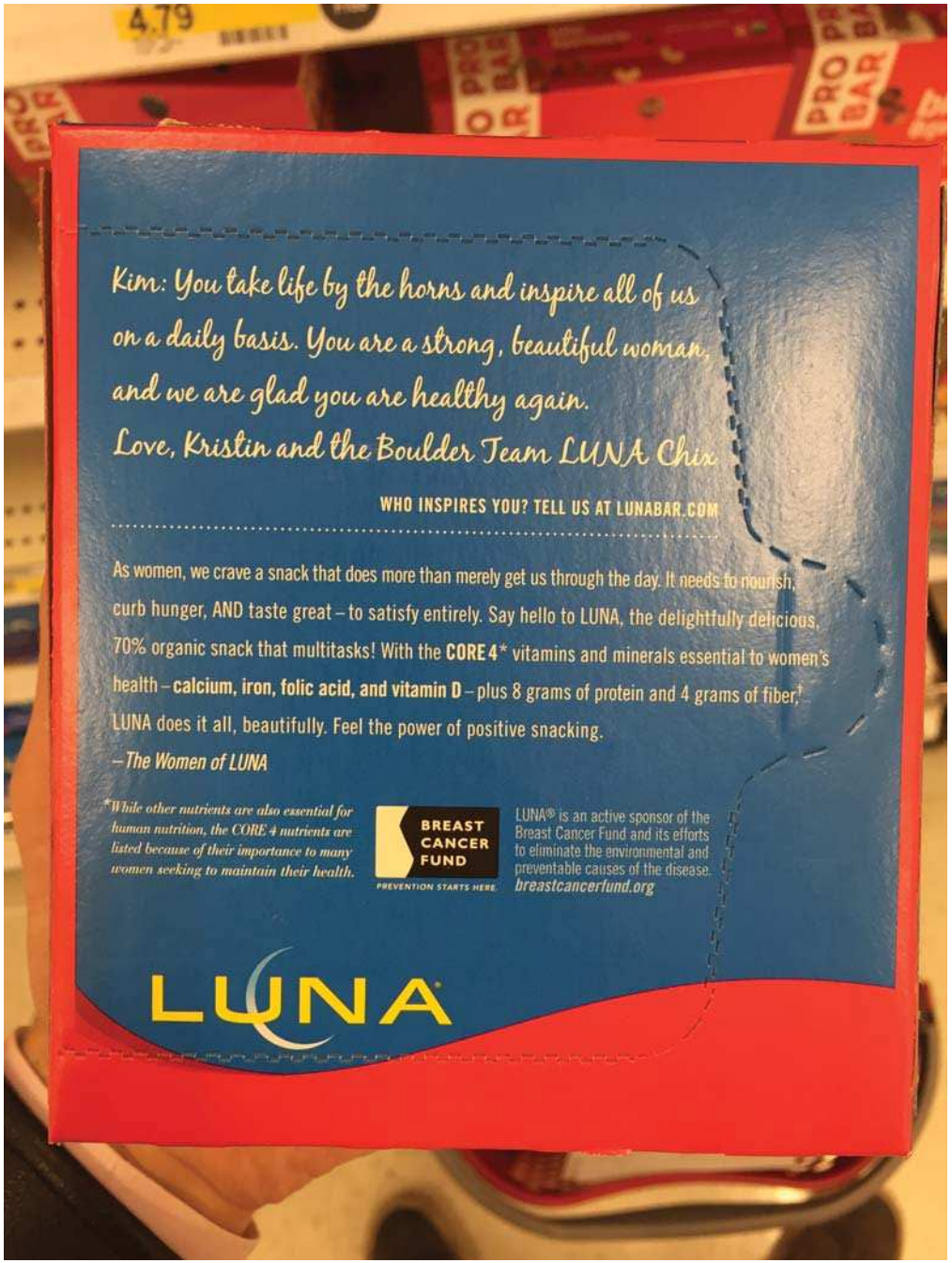
Made in Canada
09JUL16M61

BEST BY


NOW
GLUTEN
FREE
LUNA
8g
PROTEIN
4g
FIBER
70% ORGANIC
Chocolate Peppermint Stick
WHOLE NUTRITION BAR FOR WOMEN
CALCIUM • IRON • FOLIC ACID • VITAMIN D


NOW
GLUTEN
FREE
LUNA
Chocolate Peppermint Stick
WHOLE NUTRITION BAR FOR WOMEN
CALCIUM • IRON • FOLIC ACID • VITAMIN D
8g
PROTEIN
4g
FIBER
70% ORGANIC
6 Bars
1.69 OZ/48g per bar
NET WT 10.14 OZ/288g


4.79
PRO BAR
Kim: You take life by the horns and inspire all of us on a daily basis. You are a strong, beautiful woman, and we are glad you are healthy again.
Love, Kristin and the Boulder Team LUNA Chix
WHO INSPIRES YOU? TELL US AT LUNABAR.COM
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–The Women of LUNA
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BREAST CANCER FUND
PREVENTION STARTS HERE.
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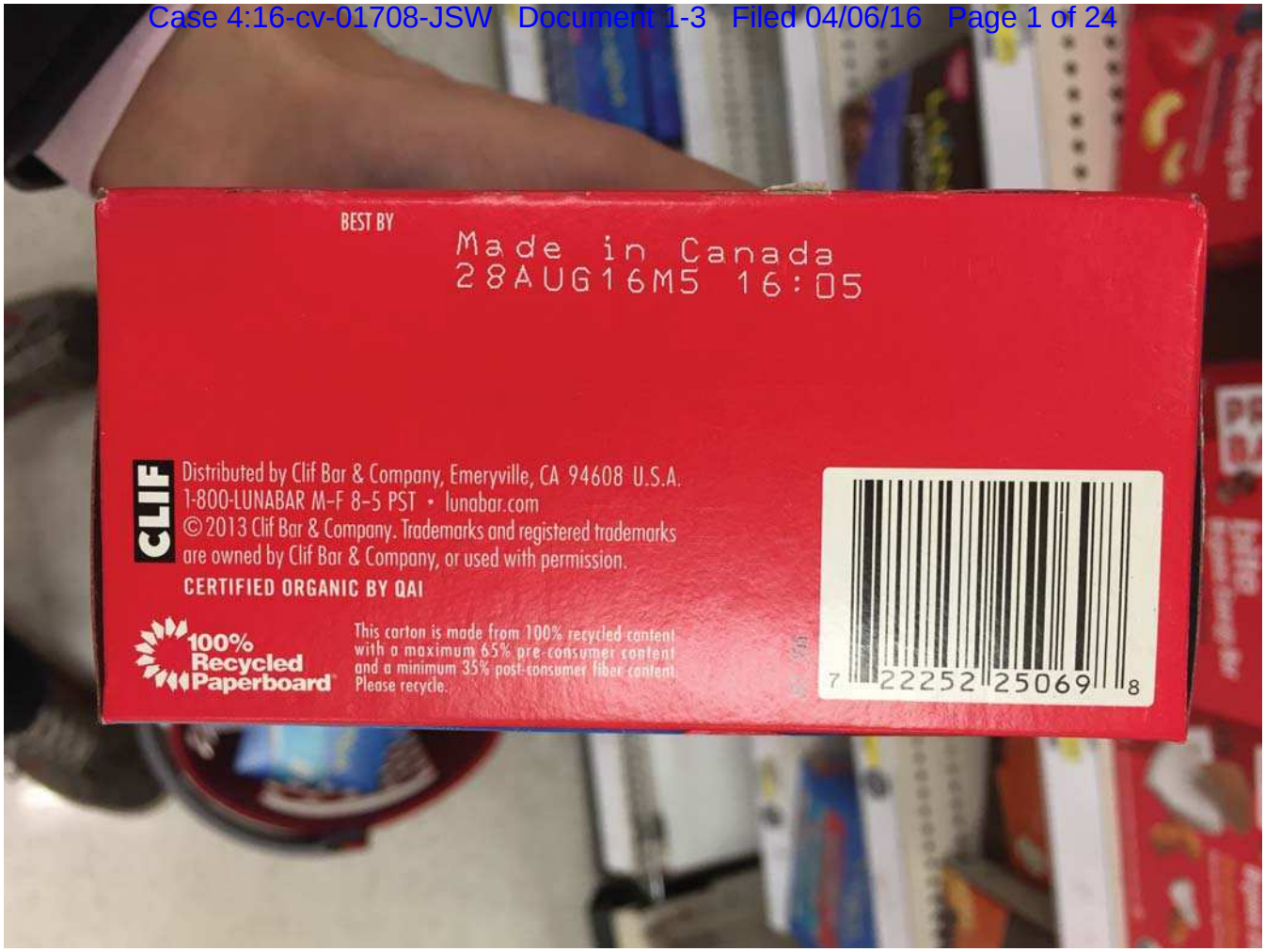
LUNA


bite
Chocolate Peppermint Stick
Nutrition Facts
Serv. Size 1 bar (48g) Calories 180
Serv. Per Container 6 Calories from Fat 45
**Percent Daily Values (DV) are based on a 2,000 calorie diet.
Amount/Serving %DV** Amount/Serving %DV**
Total Fat 5g 8% Total Carb. 29g 10%
Sat. Fat 2.5g 13% Dietary Fiber 4g 16%
Trans Fat 0g Insoluble Fiber 1g
Cholesterol 0mg 0% Sugars 12g
Sodium 110mg 5% Other Carb. 13g
Potassium 115mg 3% Protein 8g 16%
Vit. A 20% • Vit. C 20% • Calcium 35% • Iron 30% • Vit. D 15% • Vit. E 30%
Vit. K 10% • Thiamin (B1) 10% • Riboflavin (B2) 40% • Niacin (B3) 40%
Vit. B6 80% • Folate 100% • Vit. B12 80% • Biotin 25% • Pantothenic Acid 40%
Phosphorus 20% • Iodine 35% • Magnesium 10% • Zinc 35% • Selenium 35%
Copper 10% • Manganese 25% • Chromium 25% • Molybdenum 25%
INGREDIENTS: LunaPro® (Cocoa Soy Rice Crisps [Soy Protein Isolate, Organic Rice Flour, Organic Alkalized Cocoa, Calcium Carbonate], Organic Toasted Oats [Organic Rolled Oats, Organic Dried Cane Syrup, Natural Vitamin E (Antioxidant)], Organic Roasted Soybeans, Organic Soy Flour, Organic Milled Flaxseed), Organic Brown Rice Syrup, Coating (Organic Dried Cane Syrup, Palm Kernel Oil, Organic Palm Kernel Solids, Organic Soy Flour, Organic Soy Lecithin, Organic Vanilla Extract), Inulin (Chicory Extract), Chocolate Cookies (Organic Rice Flour, Organic Dried Cane Syrup, Sunflower Oil, Tapioca Starch, Alkalized Cocoa, Unsweetened Chocolate, Salt, Sodium Bicarbonate, Soy Lecithin), Vegetable Glycerin, Organic Cocoa, Organic Unsweetened Chocolate, Organic Sunflower Oil, Peppermint Candy (Dried Cane Syrup, Natural Flavors, Beet Powder [for Color]), Natural Flavors, Sea Salt.
VITAMINS & MINERALS: Dicalcium Phosphate, Calcium Carbonate, Magnesium Oxide, Ferrous Fumarate (Iron), Niacinamide (Vit. B3), Ascorbic Acid (Vit. C), DL-Alpha Tocopheryl Acetate (Vit. E), Zinc Oxide, Molybdenum Glycinate, Pyridoxine Hydrochloride (Vit. B6), D-Calcium Pantothenate, Beta Carotene (Vit. A), Manganese Sulfate, Selenium Amino Acid Chelate, Riboflavin (Vit. B2), Chromium Amino Acid Chelate, Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Cyanocobalamin (Vit. B12), Folic Acid, Cupric Oxide, Phytonadione (Vit. K), Biotin, Potassium Iodide.
ALLERGEN STATEMENT: CONTAINS SOY. MAY CONTAIN TRACES OF MILK, PEANUTS, AND TREE NUTS. NO HYDROGENATED OILS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. 70% ORGANIC INGREDIENTS.
LOW GLYCEMIC
Low-glycemic foods digest slowly for prolonged levels of satiation and energy.
†Contains 5g total fat.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100% Recycled Paperboard
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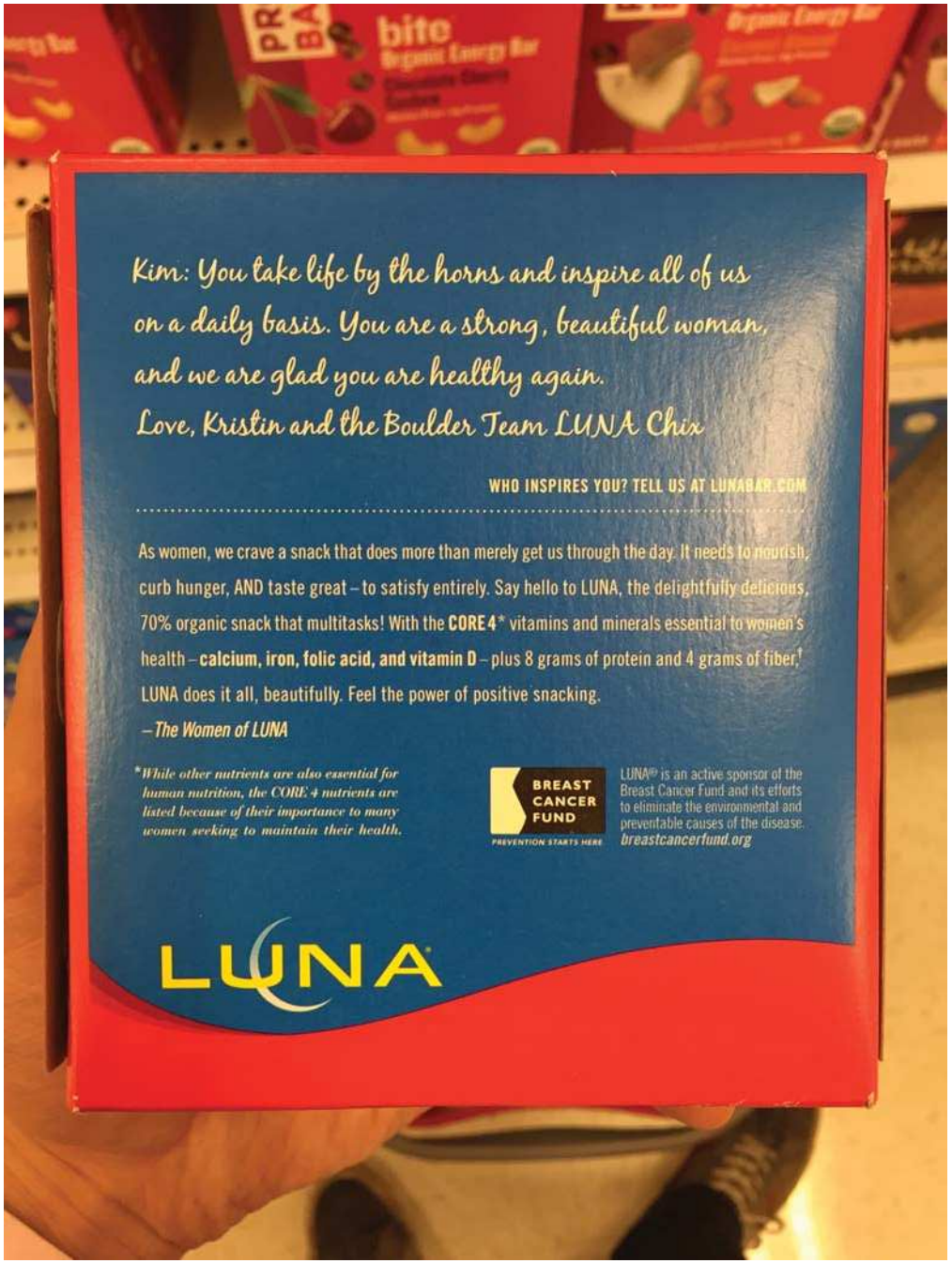
LUNA®
6
Bars
Chocolate Peppermint Stick


NOW
GLUTEN
FREE
LUNA
8g
PROTEIN
4g
FIBER†
Chocolate Peppermint Stick
WHOLE NUTRITION BAR FOR WOMEN®
CALCIUM • IRON • FOLIC ACID • VITAMIN D


ONE FREE BAR
NOW
GLUTEN
FREE
LUNA
Chocolate Peppermint Stick
WHOLE NUTRITION BAR FOR WOMEN®
MADE WITH ORGANIC OATS
8g
PROTEIN
4g
FIBER†
7 Bars
1.69 OZ/48g per bar
NET WT 11.8 OZ/336g


bite
Organic Energy Bar
Kim: You take life by the horns and inspire all of us on a daily basis. You are a strong, beautiful woman, and we are glad you are healthy again.
Love, Kristin and the Boulder Team LUNA Chix
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–The Women of LUNA
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BREAST CANCER FUND
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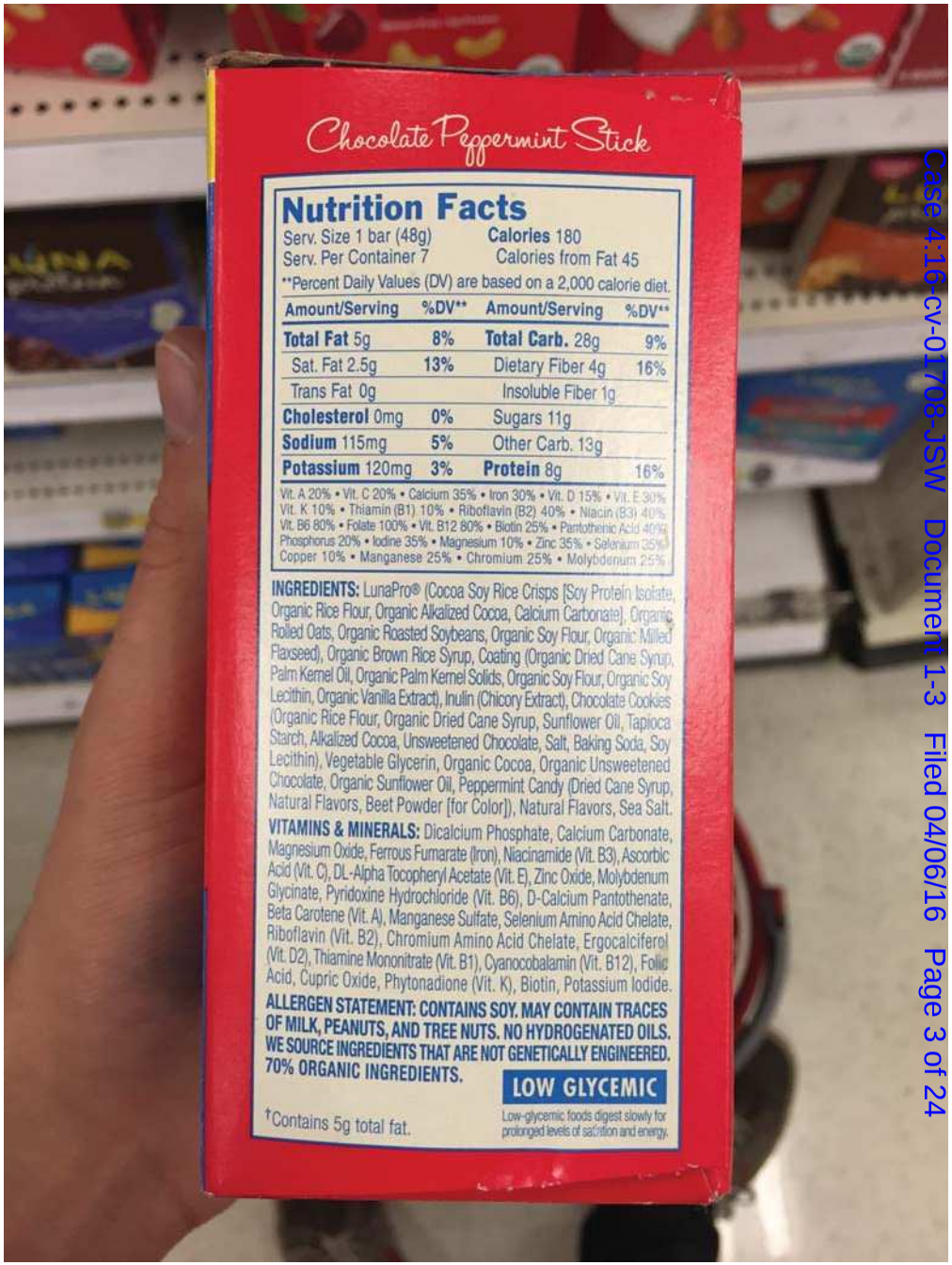
LUNA


Chocolate Peppermint Stick
Nutrition Facts
Serv. Size 1 bar (48g)
Serv. Per Container 7
Calories 180
Calories from Fat 45
**Percent Daily Values (DV) are based on a 2,000 calorie diet.
Amount/Serving %DV** Amount/Serving %DV**
Total Fat 5g 8% Total Carb. 28g 9%
Sat. Fat 2.5g 13% Dietary Fiber 4g 16%
Trans Fat 0g Insoluble Fiber 1g
Cholesterol 0mg 0% Sugars 11g
Sodium 115mg 5% Other Carb. 13g
Potassium 120mg 3% Protein 8g 16%
Vit. A 20% • Vit. C 20% • Calcium 35% • Iron 30% • Vit. D 15% • Vit. E 30%
Vit. K 10% • Thiamin (B1) 10% • Riboflavin (B2) 40% • Niacin (B3) 40%
Vit. B6 80% • Folate 100% • Vit. B12 80% • Biotin 25% • Pantothenic Acid 40%
Phosphorus 20% • Iodine 35% • Magnesium 10% • Zinc 35% • Selenium 35%
Copper 10% • Manganese 25% • Chromium 25% • Molybdenum 25%
INGREDIENTS: LunaPro® (Cocoa Soy Rice Crisps [Soy Protein Isolate, Organic Rice Flour, Organic Alkalized Cocoa, Calcium Carbonate], Organic Rolled Oats, Organic Roasted Soybeans, Organic Soy Flour, Organic Milled Flaxseed), Organic Brown Rice Syrup, Coating (Organic Dried Cane Syrup, Palm Kernel Oil, Organic Palm Kernel Solids, Organic Soy Flour, Organic Soy Lecithin, Organic Vanilla Extract), Inulin (Chicory Extract), Chocolate Cookies (Organic Rice Flour, Organic Dried Cane Syrup, Sunflower Oil, Tapioca Starch, Alkalized Cocoa, Unsweetened Chocolate, Salt, Baking Soda, Soy Lecithin), Vegetable Glycerin, Organic Cocoa, Organic Unsweetened Chocolate, Organic Sunflower Oil, Peppermint Candy (Dried Cane Syrup, Natural Flavors, Beet Powder [for Color]), Natural Flavors, Sea Salt.
VITAMINS & MINERALS: Dicalcium Phosphate, Calcium Carbonate, Magnesium Oxide, Ferrous Fumarate (Iron), Niacinamide (Vit. B3), Ascorbic Acid (Vit. C), DL-Alpha Tocopheryl Acetate (Vit. E), Zinc Oxide, Molybdenum Glycinate, Pyridoxine Hydrochloride (Vit. B6), D-Calcium Pantothenate, Beta Carotene (Vit. A), Manganese Sulfate, Selenium Amino Acid Chelate, Riboflavin (Vit. B2), Chromium Amino Acid Chelate, Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Cyanocobalamin (Vit. B12), Folic Acid, Cupric Oxide, Phytonadione (Vit. K), Biotin, Potassium Iodide.
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†Contains 5g total fat.


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7
Bars
LUNA®
Chocolate Peppermint Stick

Nutrition Facts
Serv. Size 1 bar (48g)
Calories 190
Calories from Fat 70

**Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**
Total Fat 7g	11%	**Sodium** 260mg	11%	Insoluble Fiber 1g	
Sat. Fat 2.5g	13%	**Potassium** 135mg	4%	Sugars 11g	
Trans Fat 0g		**Total Carb.** 24g	8%	Other Carb. 10g	
Cholesterol 0mg	0%	Dietary Fiber 3g	12%	**Protein** 10g	20%

Vit. A 20% • Vit. C 20% • Calcium 35% • Iron 30% • Vit. D 15% • Vit. E 30% • Vit. K 10% • Thiamin (B1) 10% • Riboflavin (B2) 40% Niacin (B3) 40% • Vit. B6 80% • Folate 100% • Vit. B12 80% • Biotin 25% • Pantothenic Acid 40% • Phosphorus 20% • Iodine 35% Magnesium 10% • Zinc 35% • Selenium 35% • Copper 10% • Manganese 25% • Chromium 25% • Molybdenum 25%

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INGREDIENTS: LunaPro® (Soy Rice Crisps [Soy Protein Isolate, Organic Rice Flour, Calcium Carbonate], Organic Toasted Oats [Organic Rolled Oats, Organic Dried Cane Syrup, Natural Vitamin E (Antioxidant)], Organic Soy Flour, Organic Roasted Soybeans, Organic Flaxseed), Organic Brown Rice Syrup, Coating (Organic Dried Cane Syrup, Palm Kernel Oil, Organic Palm Kernel Solids, Organic Soy Flour, Organic Soy Lecithin, Organic Vanilla Extract), Organic Peanuts, Organic Peanut Butter (Organic Peanuts, Salt), Inulin (Chicory Extract), Organic Chips (Organic Dried Cane Syrup, Organic Palm Kernel Solids, Organic Peanut Flour, Organic Soy Lecithin), Organic Honey, Natural Flavors, Vegetable Glycerin, Organic Tapioca Syrup Solids, Sea Salt, Organic Peanut Flour, Natural Vitamin E (Antioxidant). **VITAMINS & MINERALS:** Dicalcium Phosphate, Calcium Carbonate, Magnesium Oxide, Ferrous Fumarate (Iron), Niacinamide (Vit. B3), Ascorbic Acid (Vit. C), DL-Alpha Tocopheryl Acetate (Vit. E), Zinc Oxide, Molybdenum Glycinate, Pyridoxine Hydrochloride (Vit. B6), D-Calcium Pantothenate, Beta Carotene (Vit. A), Manganese Sulfate, Selenium Amino Acid Chelate, Riboflavin (Vit. B2), Chromium Amino Acid Chelate, Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Cyanocobalamin (Vit. B12), Folic Acid, Cupric Oxide, Phytonadione (Vit. K), Biotin, Potassium Iodide. **ALLERGEN STATEMENT: CONTAINS SOY AND PEANUTS. MAY CONTAIN TRACES OF MILK AND TREE NUTS. NO HYDROGENATED OILS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. 70% ORGANIC INGREDIENTS.**

NEW RECIPE

LUNA®

GLUTEN FREE

10g PROTEIN

3g FIBER†

70% ORGANIC

Honey Salted Peanut

WHOLE NUTRITION BAR FOR WOMEN®

NET WT 1.69 OZ/48g

CALCIUM • IRON • FOLIC ACID • VITAMIN D

To my beautiful daughter: You have taught me to take life one day at a time. Your laughter and joyful personality have been just what my soul needed. I love you. –Mom

WHO INSPIRES YOU? TELL US AT LUNABAR.COM

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PREVENTION STARTS HERE.

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CERTIFIED ORGANIC BY QAI

BEST BY

Made in Canada
29AUG16M52


LUNA
6 Bars
Honey Salted Peanut
NOW GLUTEN FREE
NEW RECIPE
10g PROTEIN
3g FIBER
70% ORGANIC
WHOLE NUTRITION BAR FOR WOMEN*
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6 Bars
1.69 OZ/48g per bar
NET WT 10.14 OZ/288g
Nutrition Facts
Serv. Size 1 bar (48g)
Serv. Per Container 6
Calories 190
Calories from Fat 70
**Percent Daily Values (DV) are based on a 2,000 calorie diet.
Amount/Serving %DV** Amount/Serving %DV**
Total Fat 7g 11% Total Carb. 24g 8%
Sat. Fat 2.5g 13% Dietary Fiber 3g 12%
Trans Fat 0g Insoluble Fiber 1g
Cholesterol 0mg 0% Sugars 11g
Sodium 260mg 11% Other Carb. 10g
Potassium 135mg 4% Protein 10g 20%
INGREDIENTS: LuneProt® (Soy Rice Crisps [Soy Protein Isolate, Organic Rice Flour, Calcium Carbonate], Organic Toasted Oats [Organic Rolled Oats, Organic Dried Cane Syrup, Natural Vitamin E (Antioxidant)], Organic Soy Flour, Organic Roasted Soybeans, Organic Flaxseed), Organic Brown Rice Syrup, Coating (Organic Dried Cane Syrup, Palm Kernel Oil, Organic Palm Kernel Solids, Organic Soy Flour, Organic Soy Lecithin, Organic Vanilla Extract), Organic Peanuts, Organic Peanut Butter (Organic Peanuts, Salt), Inulin (Chicory Extract), Organic Dates (Organic Dried Cane Syrup, Organic Palm Kernel Solids, Organic Peanut Flour, Organic Soy Lecithin), Organic Honey, Natural Flavors, Vegetable Glycerin, Organic Tapioca Syrup Solids, Sea Salt, Organic Peanut Flour, Natural Vitamin E (Antioxidant).
VITAMINS & MINERALS: Dicalcium Phosphate, Calcium Carbonate, Magnesium Oxide, Ferrous Fumarate (Iron), Niacinamide (Vit. B3), Ascorbic Acid (Vit. C), DL-Alpha Tocopheryl Acetate (Vit. E), Zinc Oxide, Molybdenum Glycinate, Pyridoxine Hydrochloride (Vit. B6), D-Calcium Pantothenate, Beta Carotene (Vit. A), Manganese Sulfate, Selenium Amino Acid Chelate, Riboflavin (Vit. B2), Chromium Amino Acid Chelate, Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Cyanocobalamin (Vit. B12), Folic Acid, Cupric Oxide, Phytonadione (Vit. K), Biotin, Potassium Iodide.
ALLERGEN STATEMENT: CONTAINS SOY AND PEANUTS. MAY CONTAIN TRACES OF MILK AND TREE NUTS.
NO HYDROGENATED OILS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.
70% ORGANIC INGREDIENTS.
LOW GLYCEMIC
*Contains 7g total fat.
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CERTIFIED ORGANIC BY QAI
This carton is made from 100% recycled cartons with a minimum 55% pre-consumer content and a minimum 35% post-consumer fiber content. Please recycle.
100% Recycled Paperboard
Made in Canada
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To Aunt Phyl: You've helped my dreams stay big, even when my thoughts got small. Thank you for constantly broadening my scope and being the greatest survivor I know! Love, Michele

WHO INSPIRES YOU? TELL US AT LUNABAR.COM

As women, we crave a snack that does more than merely get us through the day. It needs to nourish, curb hunger, AND taste great – to satisfy entirely. Say hello to LUNA, the delightfully delicious, 70% organic snack that multitasks! With the **CORE 4*** vitamins and minerals essential to women's health – **calcium, iron, folic acid, and vitamin D** – plus 10 grams of protein and 3 grams of fiber,† LUNA does it all, beautifully. Feel the power of positive snacking.

–The Women of LUNA

**While other nutrients are also essential for human nutrition, the CORE 4 nutrients are listed because of their importance to many women seeking to maintain their health.*

BREAST CANCER FUND
PREVENTION STARTS HERE

LUNA® is an active sponsor of the Breast Cancer Fund and its efforts to eliminate the environmental and preventable causes of the disease. *breastcancerfund.org*

LUNA

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Nutrition Facts
Serv. Size 1 bar (48g)
Calories 180
Calories from Fat 45
**Percent Daily Values (DV) are based on a 2,000 calorie diet.
Amount/Serving %DV**
Total Fat 4.5g 7%
Sat. Fat 2g 10%
Trans Fat 0g
Cholesterol 0mg 0%
Amount/Serving %DV**
Sodium 150mg 6%
Potassium 130mg 4%
Total Carb. 27g 9%
Dietary Fiber 3g 12%
Amount/Serving %DV**
Insoluble Fiber 1g
Sugars 13g
Other Carb. 11g
Protein 9g 18%
Vit. A 20% • Vit. C 20% • Calcium 35% • Iron 30% • Vit. D 15% • Vit. E 30% • Vit. K 10% • Thiamin (B1) 10% • Riboflavin (B2) 40% • Niacin (B3) 40% • Vit. B6 80% • Folate 100% • Vit. B12 80% • Biotin 25% • Pantothenic Acid 40% • Phosphorus 20% • Iodine 35% • Magnesium 10% • Zinc 35% • Selenium 35% • Copper 10% • Manganese 25% • Chromium 25% • Molybdenum 25%
LOW GLYCEMIC
Low-glycemic foods digest slowly for prolonged levels of satiation and energy.
LUNA
GLUTEN FREE
9g PROTEIN
3g FIBER
70% ORGANIC
Iced Oatmeal Raisin
NET WT 1.69 OZ/48g
WHOLE NUTRITION BAR FOR WOMEN
CALCIUM • IRON • FOLIC ACID • VITAMIN D
Ginger: Thank you for teaching me to always push harder on the uphill. I couldn't ask for a better running buddy, sister, and friend. –Wendy
WHO INSPIRES YOU? TELL US AT LUNABAR.COM
BREAST CANCER FUND
PREVENTION STARTS HERE.
LUNA® is an active sponsor of the Breast Cancer Fund and its efforts to eliminate the environmental and preventable causes of the disease.
breastcancerfund.org
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–The Women of LUNA
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Nutrition Facts
Serv. Size 1 bar (48g)
Calories 180
Calories from Fat 45

**Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**
Total Fat 5g	8%	**Sodium** 110mg	5%	Insoluble Fiber 1g	
Sat. Fat 2.5g	13%	**Potassium** 110mg	3%	Sugars 12g	
Trans Fat 0g		**Total Carb.** 27g	9%	Other Carb. 12g	
Cholesterol 0mg	0%	Dietary Fiber 3g	12%	**Protein** 9g	18%

Vit. A 20% • Vit. C 20% • Calcium 35% • Iron 30% • Vit. D 15% • Vit. E 30% • Vit. K 10% • Thiamin (B1) 10% • Riboflavin (B2) 40% • Niacin (B3) 40% • Vit. B6 80% • Folate 100% • Vit. B12 80% • Biotin 25% • Pantothenic Acid 40% • Phosphorus 20% • Iodine 35% • Magnesium 10% • Zinc 35% • Selenium 35% • Copper 10% • Manganese 25% • Chromium 25% • Molybdenum 25%

LOW GLYCEMIC
Low-glycemic foods digest slowly for prolonged levels of satiation and energy.

Tocopherols 5g, total fat

INGREDIENTS: LunaPro® (Soy Rice Crisps [Soy Protein Isolate, Organic Rice Flour, Calcium Carbonate], Organic Toasted Oats [Organic Rolled Oats, Organic Dried Cane Syrup, Natural Vitamin E Antioxidant]), Organic Roasted Soybeans, Organic Soy Flour, Organic Milled Flaxseed, Organic Brown Rice Syrup, Oatfiber (Organic Dried Cane Syrup, Palm Kernel Oil, Organic Palm Kernel Solids), Organic Soy Flour, Organic Soy Lecithin, Organic Vanilla Extract, Inulin (Chicory Extract), Organic Soy Butter (Organic Roasted Soybeans, Organic Soybean Oil, Salt), Organic Tapioca Syrup Solids, Lemon Fruit Pieces (Organic Dried Cane Syrup, Organic Lemon Juice Concentrate, Organic Glucose Syrup, Pectin, Citric Acid, Sodium Bicarbonate), Natural Flavor, Vegetable Glycerin, Organic Sunflower Oil, Natural Flavor, Organic Natural Flavor, Citric Acid, Sea Salt. **VITAMINS & MINERALS:** Dicalcium Phosphate, Calcium Carbonate, Magnesium Oxide, Ferrous Fumarate (Iron), Niacinamide (Vit. B3), Ascorbic Acid (Vit. C), DL-Alpha Tocopheryl Acetate (Vit. E), Zinc Oxide, Molybdenum Glycinate, Pyridoxine Hydrochloride (Vit. B6), D-Calcium Pantothenate, Beta Carotene (Vit. A), Manganese Sulfate, Selenium Amino Acid Chelate, Riboflavin (Vit. B2), Chromium Amino Acid Chelate, Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Cyanocobalamin (Vit. B12), Folic Acid, Cupric Oxide, Phytonadione (Vit. K), Biotin, Potassium Iodide. **ALLERGEN STATEMENT: CONTAINS SOY. MAY CONTAIN TRACES OF MILK, PEANUTS, AND TREE NUTS. NO HYDROGENATED OILS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. 70% ORGANIC INGREDIENTS.**

LUNA®

GLUTEN FREE
9g PROTEIN
3g FIBER†
70% ORGANIC

LemonZest®

WHOLE NUTRITION BAR FOR WOMEN*

NET WT 1.69 OZ/48g

CALCIUM • IRON • FOLIC ACID • VITAMIN D

Mom: Now that I'm about to become a mother myself, I'm more grateful than ever for the strong, inspiring example you set for me and my child-to-be. Love always, Ellen

WHO INSPIRES YOU? TELL US AT LUNABAR.COM

BREAST CANCER FUND
PREVENTION STARTS HERE.

LUNA® is an active sponsor of the Breast Cancer Fund and its efforts to eliminate the environmental and preventable causes of the disease.
breastcancerfund.org

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As women, we crave a snack that does more than merely get us through the day. It needs to nourish, curb hunger, AND taste great – to satisfy entirely. Say hello to LUNA, the delightfully delicious, 70% organic snack that multitasks! With the **CORE 4*** vitamins and minerals essential to women's health – **calcium, iron, folic acid, and vitamin D** – plus 9 grams of protein and 3 grams of fiber,† LUNA does it all, beautifully. Feel the power of positive snacking. ***–The Women of LUNA***

**While other nutrients are also essential for human nutrition, the CORE 4 nutrients are listed because of their importance to many women seeking to maintain their health.*

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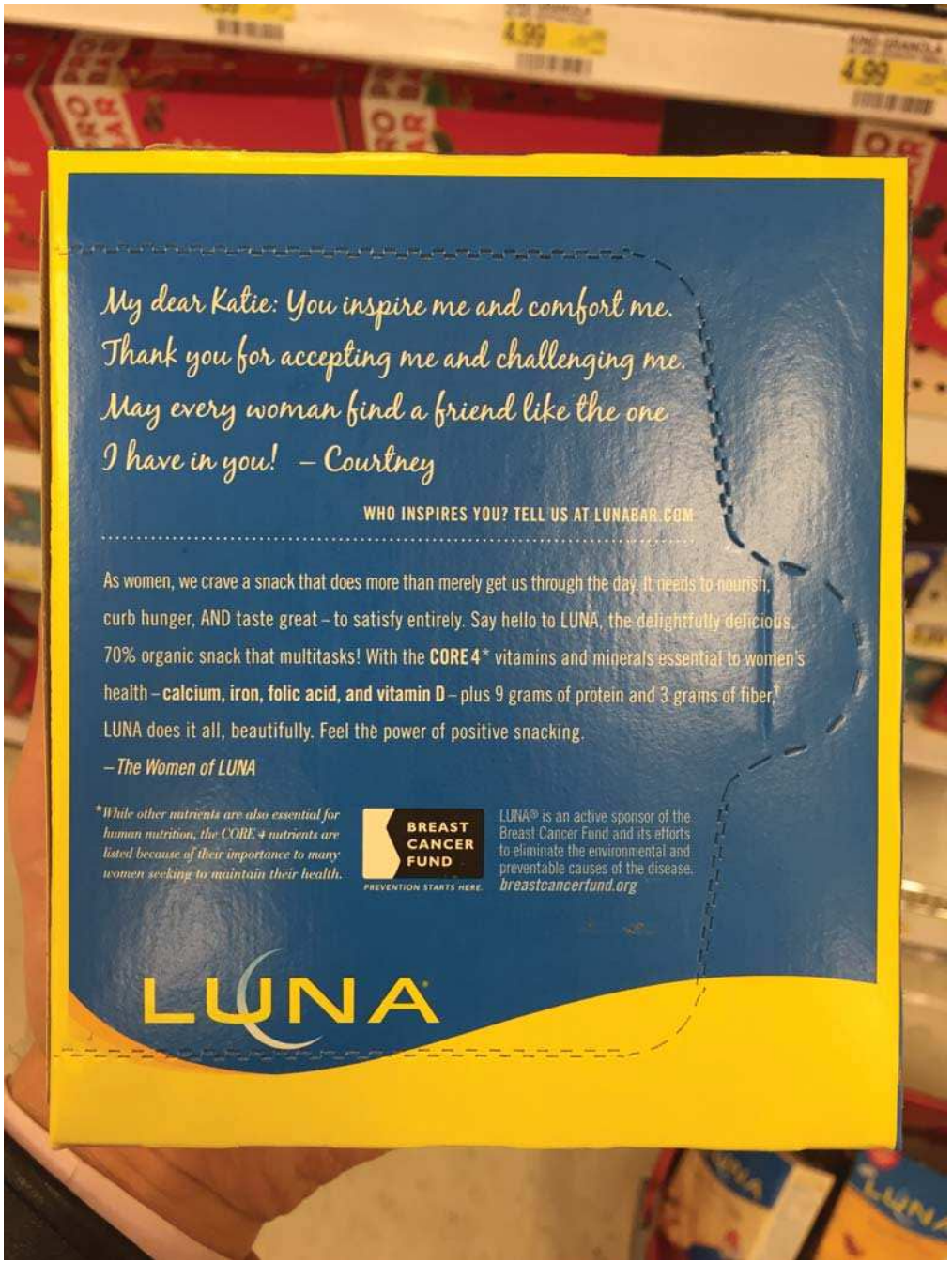
BEST BY


NOW
GLUTEN
FREE
LUNA
9g
PROTEIN
3g
FIBER†
70% ORGANIC
LemonZest®
WHOLE NUTRITION BAR FOR WOMEN*
CALCIUM • IRON • FOLIC ACID • VITAMIN D


NOW
GLUTEN
FREE
LUNA
9g
PROTEIN
3g
FIBER†
70% ORGANIC
LemonZest®
WHOLE NUTRITION BAR FOR WOMEN*
CALCIUM • IRON • FOLIC ACID • VITAMIN D
6 Bars
1.69 OZ/48g per bar
NET WT 10.14 OZ/288g


My dear Katie: You inspire me and comfort me.
Thank you for accepting me and challenging me.
May every woman find a friend like the one
I have in you! – Courtney
WHO INSPIRES YOU? TELL US AT LUNABAR.COM
As women, we crave a snack that does more than merely get us through the day. It needs to nourish, curb hunger, AND taste great – to satisfy entirely. Say hello to LUNA, the delightfully delicious 70% organic snack that multitasks! With the CORE 4* vitamins and minerals essential to women's health – calcium, iron, folic acid, and vitamin D – plus 9 grams of protein and 3 grams of fiber.† LUNA does it all, beautifully. Feel the power of positive snacking.
– The Women of LUNA
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BREAST CANCER FUND
PREVENTION STARTS HERE.
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breastcancerfund.org
LUNA


LemonZest
Nutrition Facts
Serv. Size 1 bar (48g)
Serv. Per Container 6
Calories 180
Calories from Fat 45
**Percent Daily Values (DV) are based on a 2,000 calorie diet.
Amount/Serving %DV** Amount/Serving %DV**
Total Fat 5g 8% Total Carb. 27g 9%
Sat. Fat 2.5g 13% Dietary Fiber 3g 12%
Trans Fat 0g Insoluble Fiber 1g
Cholesterol 0mg 0% Sugars 12g
Sodium 110mg 5% Other Carb. 12g
Potassium 110mg 3% Protein 9g 18%
Vit. A 20% • Vit. C 20% • Calcium 35% • Iron 30% • Vit. D 15% • Vit. E 30% Vit. K 10% • Thiamin (B1) 10% • Riboflavin (B2) 40% • Niacin (B3) 40% Vit. B6 80% • Folate 100% • Vit. B12 80% • Biotin 25% • Pantothenic Acid 40% Phosphorus 20% • Iodine 35% • Magnesium 10% • Zinc 35% • Selenium 35% Copper 10% • Manganese 25% • Chromium 25% • Molybdenum 25%
INGREDIENTS: LunaPro® (Soy Rice Crisps [Soy Protein Isolate, Organic Rice Flour, Calcium Carbonate], Organic Toasted Oats [Organic Rolled Oats, Organic Dried Cane Syrup, Natural Vitamin E (Antioxidant)], Organic Roasted Soybeans, Organic Soy Flour, Organic Milled Flaxseed), Organic Brown Rice Syrup, Coating (Organic Dried Cane Syrup, Palm Kernel Oil, Organic Palm Kernel Solids, Organic Soy Flour, Organic Soy Lecithin, Organic Vanilla Extract), Inulin (Chicory Extract), Organic Soy Butter (Organic Roasted Soybeans, Organic Soybean Oil, Salt), Organic Tapioca Syrup Solids, Lemon Fruit Pieces (Organic Dried Cane Syrup, Organic Lemon Juice Concentrate, Organic Glucose Syrup, Pectin, Citric Acid, Sodium Bicarbonate, Natural Flavor), Vegetable Glycerin, Organic Sunflower Oil, Natural Flavor, Organic Natural Flavor, Citric Acid, Sea Salt.
VITAMINS & MINERALS: Dicalcium Phosphate, Calcium Carbonate, Magnesium Oxide, Ferrous Fumarate (Iron), Niacinamide (Vit. B3), Ascorbic Acid (Vit. C), DL-Alpha Tocopheryl Acetate (Vit. E), Zinc Oxide, Molybdenum Glycinate, Pyridoxine Hydrochloride (Vit. B6), D-Calcium Pantothenate, Beta Carotene (Vit. A), Manganese Sulfate, Selenium Amino Acid Chelate, Riboflavin (Vit. B2), Chromium Amino Acid Chelate, Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Cyanocobalamin (Vit. B12), Folic Acid, Cupric Oxide, Phytonadione (Vit. K), Biotin, Potassium Iodide.
ALLERGEN STATEMENT: CONTAINS SOY. MAY CONTAIN TRACES OF MILK, PEANUTS, AND TREE NUTS. NO HYDROGENATED OILS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. 70% ORGANIC INGREDIENTS.
LOW GLYCEMIC
Low-glycemic foods digest slowly for prolonged levels of satiation and energy.
†Contains 5g total fat.


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LUNA®
6
Bars
LemonZest®

Nutrition Facts
Serv. Size 1 bar (48g)
Calories 190
Calories from Fat 60

**Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**
Total Fat 6g	9%	**Sodium** 180mg	8%	Insoluble Fiber 1g	
Sat. Fat 2.5g	13%	**Potassium** 130mg	4%	Sugars 10g	
Trans Fat 0g		**Total Carb.** 26g	9%	Other Carb. 12g	
Cholesterol 0mg	0%	Dietary Fiber 4g	16%	**Protein** 9g	18%

Vit. A 20% • Vit. C 20% • Calcium 35% • Iron 30% • Vit. D 15% • Vit. E 30% • Vit. K 10% • Thiamin (B1) 10% • Riboflavin (B2) 40% • Niacin (B3) 40% • Vit. B6 80% • Folate 100% • Vit. B12 80% • Biotin 25% • Pantothenic Acid 40% • Phosphorus 20% • Iodine 35% • Magnesium 10% • Zinc 35% • Selenium 35% • Copper 10% • Manganese 25% • Chromium 25% • Molybdenum 25%

LOW GLYCEMIC
Low-glycemic foods digest slowly for prolonged levels of satiation and energy.

†Contains 6g total fat.

INGREDIENTS: LunaPro® (Soy Rice Crisps [Soy Protein Isolate, Organic Rice Flour, Calcium Carbonate], Organic Toasted Oats [Organic Rolled Oats, Organic Dried Cane Syrup, Natural Vitamin E (Antioxidant)], Organic Soy Flour, Organic Milled Flaxseed), Organic Brown Rice Syrup, Coating (Organic Dried Cane Syrup, Organic Cocoa, Palm Kernel Oil, Organic Palm Kernel Solids, Organic Soy Lecithin, Organic Vanilla Extract), Inulin (Chicory Extract), Organic Peanut Butter (Organic Peanuts, Salt), Organic Peanuts, Organic Peanut Flour, Natural Flavors, Organic Tapioca Syrup Solids, Vegetable Glycerin, Sea Salt, Natural Vitamin E (Antioxidant). **VITAMINS & MINERALS:** Dicalcium Phosphate, Calcium Carbonate, Magnesium Oxide, Ferrous Fumarate (Iron), Niacinamide (Vit. B3), Ascorbic Acid (Vit. C), DL-Alpha Tocopheryl Acetate (Vit. E), Zinc Oxide, Molybdenum Glycinate, Pyridoxine Hydrochloride (Vit. B6), D-Calcium Pantothenate, Beta Carotene (Vit. A), Manganese Sulfate, Selenium Amino Acid Chelate, Riboflavin (Vit. B2), Chromium Amino Acid Chelate, Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Cyanocobalamin (Vit. B12), Folic Acid, Cupric Oxide, Phytonadione (Vit. K), Biotin, Potassium Iodide. **ALLERGEN STATEMENT: CONTAINS SOY AND PEANUTS. MAY CONTAIN TRACES OF MILK AND TREE NUTS. NO HYDROGENATED OILS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. 70% ORGANIC INGREDIENTS.**

LUNA®

GLUTEN FREE
9g PROTEIN
4g FIBER†
70% ORGANIC

Nutz Over Chocolate®

WHOLE NUTRITION BAR FOR WOMEN®

NET WT 1.69 OZ/48g

CALCIUM • IRON • FOLIC ACID • VITAMIN D

To my sister Carrie, who inspires me every day to work a little harder, search a little deeper, and strive for just a little more in life and in love. –Kelly

WHO INSPIRES YOU? TELL US AT LUNABAR.COM

As women, we crave a snack that does more than merely get us through the day. It needs to nourish, curb hunger, AND taste great – to satisfy entirely. Say hello to LUNA, the delightfully delicious, 70% organic snack that multitasks! With the **CORE 4*** vitamins and minerals essential to women's health – **calcium, iron, folic acid, and vitamin D** – plus 9 grams of protein and 4 grams of fiber,† LUNA does it all, beautifully. Feel the power of positive snacking. *–The Women of LUNA*

BREAST CANCER FUND
PREVENTION STARTS HERE.
LUNA® is an active sponsor of the Breast Cancer Fund and its efforts to eliminate the environmental and preventable causes of the disease.
breastcancerfund.org

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*While other nutrients are also essential for human nutrition, the CORE 4 nutrients are listed because of their importance to many women seeking to maintain their health.

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LUNA
6 Bars
Nutz Over Chocolate
NOW GLUTEN FREE
9g PROTEIN
4g FIBER†
70% ORGANIC
WHOLE NUTRITION BAR FOR WOMEN
CALCIUM • IRON • FOLIC ACID • VITAMIN D
6 Bars
1.69 OZ/48g per bar
NET WT 10.14 OZ/288g
Nutrition Facts
Serv. Size 1 bar (48g) Calories 190
Serv. Per Container 6 Calories from Fat 60
**Percent Daily Values (DV) are based on a 2,000 calorie diet.
Amount/Serving %DV** Amount/Serving %DV**
Total Fat 6g 9% Total Carb. 26g 9%
Sat. Fat 2.5g 13% Dietary Fiber 4g 16%
Trans Fat 0g Insoluble Fiber 1g
Cholesterol 0mg 0% Sugars 10g
Sodium 180mg 8% Other Carb. 12g
Potassium 130mg 4% Protein 9g 18%
Vit. A 20% • Vit. C 20% • Calcium 35% • Iron 30% • Vit. D 15% • Vit. E 30%
Vit. K 10% • Thiamin (B1) 10% • Riboflavin (B2) 40% • Niacin (B3) 40%
Vit. B6 80% • Folate 100% • Vit. B12 80% • Biotin 25% • Pantothenic Acid 40%
Phosphorus 20% • Iodine 35% • Magnesium 10% • Zinc 35% • Selenium 35%
Copper 10% • Manganese 25% • Chromium 25% • Molybdenum 25%
INGREDIENTS: LunaPro® (Soy Rice Crisps [Soy Protein Isolate, Organic Rice Flour, Calcium Carbonate], Organic Toasted Oats [Organic Rolled Oats, Organic Dried Cane Syrup, Natural Vitamin E (Antioxidant)], Organic Soy Flour, Organic Milled Flaxseed), Organic Brown Rice Syrup, Coating (Organic Dried Cane Syrup, Organic Cocoa, Palm Kernel Oil, Organic Palm Kernel Solids, Organic Soy Lecithin, Organic Vanilla Extract), Inulin (Chicory Extract), Organic Peanut Butter (Organic Peanuts, Salt), Organic Peanuts, Organic Peanut Flour, Natural Flavors, Organic Tapioca Syrup Solids, Vegetable Glycerin, Sea Salt, Natural Vitamin E (Antioxidant).
VITAMINS & MINERALS: Dicalcium Phosphate, Calcium Carbonate, Magnesium Oxide, Ferrous Fumarate (Iron), Niacinamide (Vit. B3), Ascorbic Acid (Vit. C), DL-Alpha Tocopheryl Acetate (Vit. E), Zinc Oxide, Molybdenum Glycinate, Pyridoxine Hydrochloride (Vit. B6), D-Calcium Pantothenate, Beta Carotene (Vit. A), Manganese Sulfate, Selenium Amino Acid Chelate, Riboflavin (Vit. B2), Chromium Amino Acid Chelate, Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Cyanocobalamin (Vit. B12), Folic Acid, Cupric Oxide, Phytonadione (Vit. K), Biotin, Potassium Iodide.
ALLERGEN STATEMENT: CONTAINS SOY AND PEANUTS. MAY CONTAIN TRACES OF MILK AND TREE NUTS.
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70% ORGANIC INGREDIENTS.
LOW GLYCEMIC
Low-glycemic foods digest slowly for prolonged levels of satiation and energy.
†Contains 6g total fat.
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1 2 3
1 2 3 7-15 5
For you, Mom, who at 85 still does aerobics and weights, cooks, cleans, gardens, drives, and volunteers. You are a constant gift of wonder and love to your 3 daughters! –Julie
WHO INSPIRES YOU? TELL US AT LUNABAR.COM
As women, we crave a snack that does more than merely get us through the day. It needs to nourish, curb hunger, AND taste great – to satisfy entirely. Say hello to LUNA, the delightfully delicious, 70% organic snack that multitasks! With the CORE 4* vitamins and minerals essential to women's health – calcium, iron, folic acid, and vitamin D – plus 9 grams of protein and 4 grams of fiber.† LUNA does it all, beautifully. Feel the power of positive snacking.
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LUNA
KLIKLOK®
BOX ADDON MACHINE
PATENTED IN THE U.S.A.
CANADA AND OTHER
COUNTRIES


Nutrition Facts
Serv. Size 1 bar (48g)
Calories 190
Calories from Fat 50
**Percent Daily Values (DV) are based on a 2,000 calorie diet.
Amount/Serving %DV** Amount/Serving %DV** Amount/Serving %DV**
Total Fat 6g 9% Sodium 140mg 6% Insoluble Fiber 1g
Sat. Fat 2g 10% Potassium 110mg 3% Sugars 11g
Trans Fat 0g Total Carb. 26g 9% Other Carb. 12g
Cholesterol 0mg 0% Dietary Fiber 3g 12% Protein 9g 18%
Vit. A 20% • Vit. C 20% • Calcium 35% • Iron 30% • Vit. D 15% • Vit. E 30% • Vit. K 10% • Thiamin (B1) 10% • Riboflavin (B2) 40% Niacin (B3) 40% • Vit. B6 80% • Folate 100% • Vit. B12 80% • Biotin 25% • Pantothenic Acid 40% • Phosphorus 20% • Iodine 35% Magnesium 10% • Zinc 35% • Selenium 35% • Copper 10% • Manganese 25% • Chromium 25% • Molybdenum 25%
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Low-glycemic foods digest slowly for prolonged levels of satiation and energy.
†Contains 5g total fat.
INGREDIENTS: LunaPro® (Soy Rice Crisps [Soy Protein Isolate, Organic Rice Flour, Calcium Carbonate], Organic Toasted Oats [Organic Rolled Oats, Organic Dried Cane Syrup, Natural Palm Kernel Solids, Organic Soy Flour; Organic Soy Lecithin, Organic Vanilla Extract], Inulin (Chicory Extract), Organic Peanut Butter (Organic Peanuts, Salt), Natural Flavors, Organic Peanuts, Vegetable Glycerin, Organic Tapioca Syrup Solids, Sea Salt, Organic Peanut Flour, Natural Vitamin E (Antioxidant). VITAMINS & MINERALS: Dicalcium Phosphate, Calcium Carbonate, Magnesium Oxide, Ferrous Fumarate (Iron), Niacinamide (Vit. B3), Ascorbic Acid (Vit. C), DL-Alpha Tocopheryl Acetate (Vit. E), Zinc Oxide, Molybdenum Glycinate, Pyridoxine Hydrochloride (Vit. B6), D-Calcium Pantothenate, Beta Carotene (Vit. A), Manganese Sulfate, Selenium Amino Acid Chelate, Riboflavin (Vit. B2), Chromium Amino Acid Chelate, Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Cyanocobalamin (Vit. B12), Folic Acid, Cupric Oxide, Phytonadione (Vit. K), Biotin, Potassium Iodide. ALLERGEN STATEMENT: CONTAINS SOY AND PEANUTS. MAY CONTAIN TRACES OF MILK AND TREE NUTS. NO HYDROGENATED OILS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. 70% ORGANIC INGREDIENTS.
LUNA®
GLUTEN FREE
9g PROTEIN
3g FIBER†
70% ORGANIC
Peanut Butter Cookie
WHOLE NUTRITION BAR FOR WOMEN*
NET WT 1.69 OZ/48g
CALCIUM • IRON • FOLIC ACID • VITAMIN D
My dear Katie: You inspire me and comfort me. Thank you for accepting me and challenging me. May every woman find a friend like the one I have in you! – Courtney
WHO INSPIRES YOU? TELL US AT LUNABAR.COM
BREAST CANCER FUND
PREVENTION STARTS HERE
LUNA® is an active sponsor of the Breast Cancer Fund and its efforts to eliminate the environmental and preventable causes of the disease.
breastcancerfund.org
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003__R29
As women, we crave a snack that does more than merely get us through the day. It needs to nourish, curb hunger, AND taste great – to satisfy entirely. Say hello to LUNA, the delightfully delicious, 70% organic snack that multitasks! With the CORE 4* vitamins and minerals essential to women's health – calcium, iron, folic acid, and vitamin D – plus 9 grams of protein and 3 grams of fiber,† LUNA does it all, beautifully. Feel the power of positive snacking. –The Women of LUNA
*While other nutrients are also essential for human nutrition, the CORE 4 nutrients are listed because of their importance to many women seeking to maintain their health.
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Nutrition Facts
Serv. Size 1 bar (48g)
Calories 180
Calories from Fat 45

Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**
Total Fat 5g	**8%**	**Sodium** 130mg	**5%**	Insoluble Fiber 1g	
Sat. Fat 2.5g	**13%**	**Potassium** 120mg	**3%**	Sugars 13g	
Trans Fat 0g		**Total Carb.** 28g	**9%**	Other Carb. 12g	
Cholesterol 0mg	**0%**	Dietary Fiber 3g	**12%**	**Protein** 9g	**18%**

**Percent Daily Values (DV) are based on a 2,000 calorie diet.

Vit. A 20% • Vit. C 20% • Calcium 35% • Iron 30% • Vit. D 15% • Vit. E 30% • Vit. K 10% • Thiamin (B1) 10% • Riboflavin (B2) 40% Niacin (B3) 40% • Vit. B6 80% • Folate 100% • Vit. B12 80% • Biotin 25% • Pantothenic Acid 40% • Phosphorus 20% • Iodine 35% Magnesium 10% • Zinc 35% • Selenium 35% • Copper 10% • Manganese 25% • Chromium 25% • Molybdenum 25%

LOW GLYCEMIC
Low-glycemic foods digest slowly for prolonged levels of satiation and energy.

Contains 5g total fat

INGREDIENTS: Isun Pro® (Soy Rice Crisps [Soy Protein Isolate, Organic Rice Flour, Calcium Carbonate]), Organic Toasted Oats (Organic Rolled Oats, Organic Dried Cane Syrup, Natural Vitamin E (Antioxidant)), Organic Roasted Soybeans, Organic Soy Flour, Organic Milled Flaxseed, Organic Brown Rice Syrup, Coating (Organic Dried Cane Syrup, Organic Cocoa, Palm Kernel Oil, Organic Palm Kernel Solids, Organic Soy Lecithin, Organic Vanilla Extract), Marshmallow Flavored Nuggets (Organic Dried Cane Syrup, Rice Flour, Cocoa Butter, Fructose, Inulin (Chicory Extract), Natural Flavors, Gum Arabic, Soy Lecithin), Inulin (Chicory Extract), Organic Soy Butter (Organic Roasted Soybeans, Organic Soybean Oil, Salt), Organic Tapioca Syrup Solids, Vegetable Glycerin, Organic Sunflower Oil, Natural Flavor, Sea Salt. VITAMINS & MINERALS: Dicalcium Phosphate, Calcium Carbonate, Magnesium Oxide, Ferrous Fumarate (Iron), Niacinamide (Vit. B3), Ascorbic Acid (Vit. C), DL-Alpha Tocopherol (Acetate (Vit. E), Zinc Oxide, Molybdenum Glycinate, Pyridoxine Hydrochloride (Vit. B6), D-Calcium Pantothenate, Beta Carotene (Vit. A), Manganese Sulfate, Selenium Amino Acid Chelate, Riboflavin (Vit. B2), Chromium Amino Acid Chelate, Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Cyanocobalamin (Vit. B12), Folic Acid, Cupric Oxide, Pyridoxal 5 Phosphate (Vit. B6), Biotin, Potassium Iodide. ALLERGEN STATEMENT: CONTAINS SOY. MAY CONTAIN TRACES OF MILK, PEANUTS, AND TREE NUTS. NO HYDROGENATED OILS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. 70% ORGANIC INGREDIENTS.

LUNA®

GLUTEN FREE
9g PROTEIN
3g FIBER*
70% ORGANIC

S'mores

WHOLE NUTRITION BAR FOR WOMEN®

NET WT 1.69 OZ/48g

CALCIUM • IRON • FOLIC ACID • VITAMIN D

To my new baby, Giana, that you grow to be strong in body and mind. May your entire generation be an asset and a blessing to this planet. Love, Mom

WHO INSPIRES YOU? TELL US AT LUNABAR.COM

BREAST CANCER FUND
PREVENTION STARTS HERE.

LUNA® is an active sponsor of the Breast Cancer Fund and its efforts to eliminate the environmental and preventable causes of the disease.
breastcancerfund.org

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While other nutrients are also essential for human nutrition, the CORE 4 nutrients are listed because of their importance to many women seeking to maintain their health.

As women, we crave a snack that does more than merely get us through the day. It needs to nourish, curb hunger, AND taste great – to satisfy entirely. Say hello to LUNA, the delightfully delicious, 70% organic snack that multitasks! With the **CORE 4*** vitamins and minerals essential to women's health – **calcium, iron, folic acid, and vitamin D** – plus 9 grams of protein and 3 grams of fiber,† LUNA does it all, beautifully. Feel the power of positive snacking. *–The Women of LUNA*

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Made in Canada
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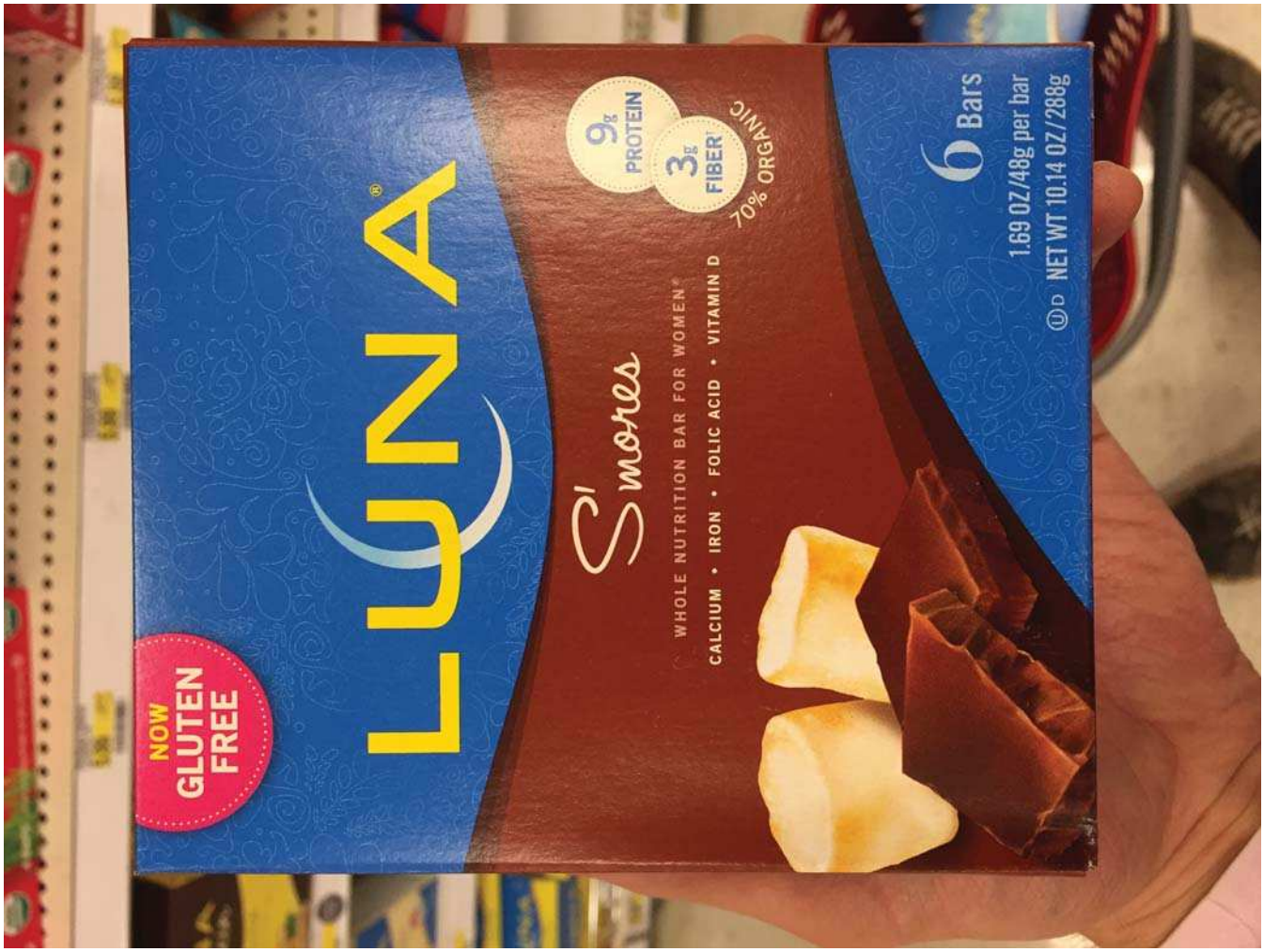
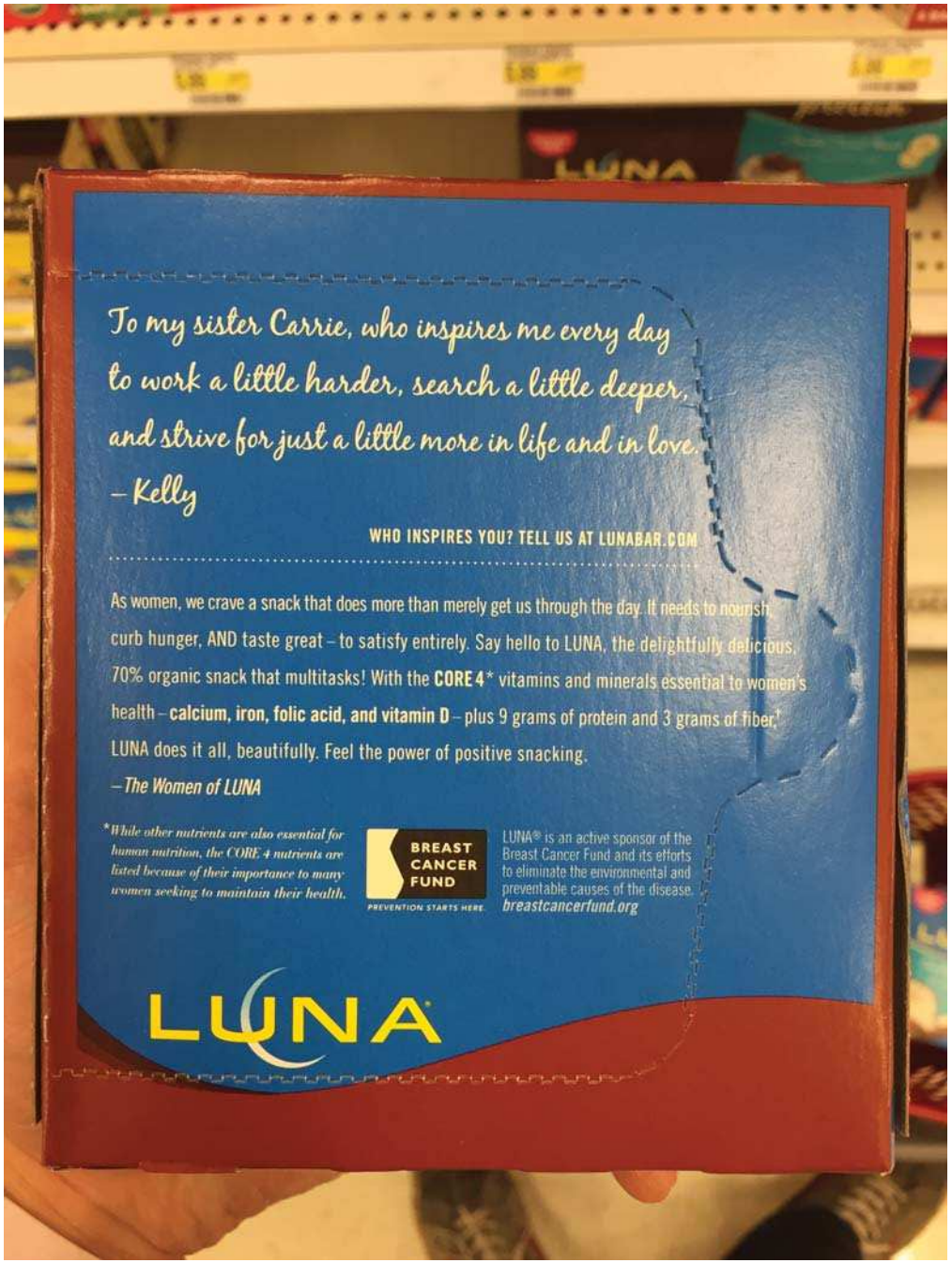
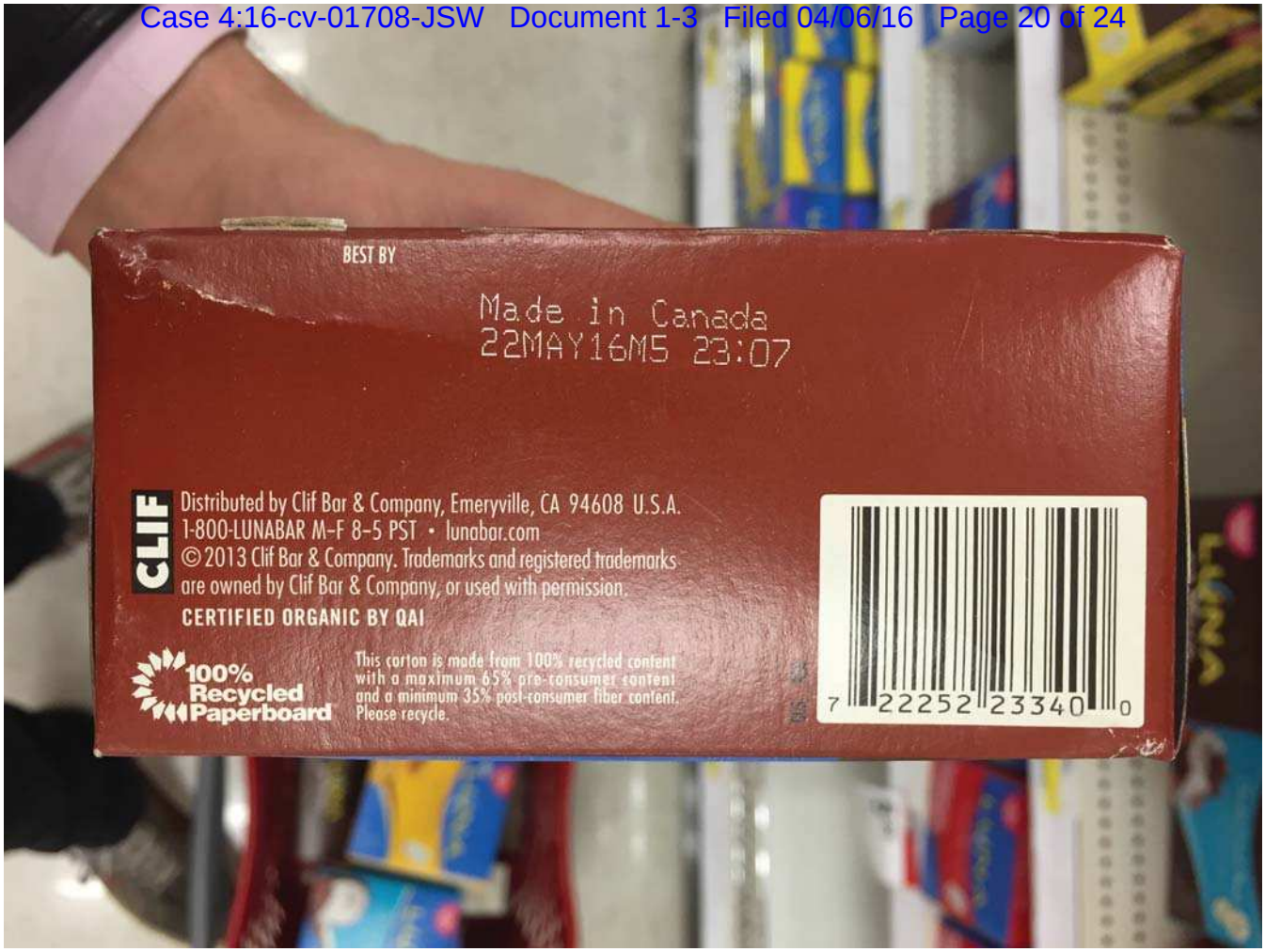
NOW
GLUTEN
FREE
LUNA
9g
PROTEIN
3g
FIBER†
70% ORGANIC
S'mores
WHOLE NUTRITION BAR FOR WOMEN®
CALCIUM • IRON • FOLIC ACID • VITAMIN D


NOW
GLUTEN
FREE
LUNA
9g
PROTEIN
3g
FIBER†
70% ORGANIC
S'mores
WHOLE NUTRITION BAR FOR WOMEN®
CALCIUM • IRON • FOLIC ACID • VITAMIN D
6 Bars
1.69 OZ/48g per bar
NET WT 10.14 OZ/288g


To my sister Carrie, who inspires me every day to work a little harder, search a little deeper, and strive for just a little more in life and in love.
– Kelly
WHO INSPIRES YOU? TELL US AT LUNABAR.COM
As women, we crave a snack that does more than merely get us through the day. It needs to nourish, curb hunger, AND taste great – to satisfy entirely. Say hello to LUNA, the delightfully delicious, 70% organic snack that multitasks! With the CORE 4* vitamins and minerals essential to women's health – calcium, iron, folic acid, and vitamin D – plus 9 grams of protein and 3 grams of fiber,† LUNA does it all, beautifully. Feel the power of positive snacking.
–The Women of LUNA
*While other nutrients are also essential for human nutrition, the CORE 4 nutrients are listed because of their importance to many women seeking to maintain their health.
BREAST CANCER FUND
PREVENTION STARTS HERE.
LUNA® is an active sponsor of the Breast Cancer Fund and its efforts to eliminate the environmental and preventable causes of the disease. breastcancerfund.org
LUNA


S'mores
Nutrition Facts
Serv. Size 1 bar (48g) Calories 180
Serv. Per Container 6 Calories from Fat 45
**Percent Daily Values (DV) are based on a 2,000 calorie diet.
Amount/Serving %DV** Amount/Serving %DV**
Total Fat 5g 8% Total Carb. 28g 9%
Sat. Fat 2.5g 13% Dietary Fiber 3g 12%
Trans Fat 0g Insoluble Fiber 1g
Cholesterol 0mg 0% Sugars 13g
Sodium 130mg 5% Other Carb. 12g
Potassium 120mg 3% Protein 9g 18%
Vit. A 20% • Vit. C 20% • Calcium 35% • Iron 30% • Vit. D 15% • Vit. E 30% Vit. K 10% • Thiamin (B1) 10% • Riboflavin (B2) 40% • Niacin (B3) 40% Vit. B6 80% • Folate 100% • Vit. B12 80% • Biotin 25% • Pantothenic Acid 40% Phosphorus 20% • Iodine 35% • Magnesium 10% • Zinc 35% • Selenium 35% Copper 10% • Manganese 25% • Chromium 25% • Molybdenum 25%
INGREDIENTS: LunaPro® (Soy Rice Crisps [Soy Protein Isolate, Organic Rice Flour, Calcium Carbonate], Organic Toasted Oats [Organic Rolled Oats, Organic Dried Cane Syrup, Natural Vitamin E (Antioxidant)], Organic Roasted Soybeans, Organic Soy Flour, Organic Milled Flaxseed), Organic Brown Rice Syrup, Coating (Organic Dried Cane Syrup, Organic Cocoa, Palm Kernel Oil, Organic Palm Kernel Solids, Organic Soy Lecithin, Organic Vanilla Extract), Marshmallow Flavored Nuggets (Organic Dried Cane Syrup, Rice Flour, Cocoa Butter, Fructose, Inulin [Chicory Extract], Natural Flavors, Gum Arabic, Soy Lecithin), Inulin (Chicory Extract), Organic Soy Butter (Organic Roasted Soybeans, Organic Soybean Oil, Salt), Organic Tapioca Syrup Solids, Vegetable Glycerin, Organic Sunflower Oil, Natural Flavor, Sea Salt.
VITAMINS & MINERALS: Dicalcium Phosphate, Calcium Carbonate, Magnesium Oxide, Ferrous Fumarate (Iron), Niacinamide (Vit. B3), Ascorbic Acid (Vit. C), DL-Alpha Tocopheryl Acetate (Vit. E), Zinc Oxide, Molybdenum Glycinate, Pyridoxine Hydrochloride (Vit. B6), D-Calcium Pantothenate, Beta Carotene (Vit. A), Manganese Sulfate, Selenium Amino Acid Chelate, Riboflavin (Vit. B2), Chromium Amino Acid Chelate, Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Cyanocobalamin (Vit. B12), Folic Acid, Cupric Oxide, Phytonadione (Vit. K), Biotin, Potassium Iodide.
ALLERGEN STATEMENT: CONTAINS SOY. MAY CONTAIN TRACES OF MILK, PEANUTS, AND TREE NUTS.
NO HYDROGENATED OILS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.
70% ORGANIC INGREDIENTS.
LOW GLYCEMIC
Low-glycemic foods digest slowly for prolonged levels of satiation and energy.
†Contains 5g total fat.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CERTIFIED ORGANIC BY QAI
100% Recycled Paperboard
This carton is made from 100% recycled content with a maximum 65% pre-consumer content and a minimum 35% post-consumer fiber content. Please recycle.
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LUNA®
6
Bars
S'mores


Nutrition Facts
Serv. Size 1 bar (48g)
Calories 190
Calories from Fat 60
**Percent Daily Values (DV) are based on a 2,000 calorie diet.
Amount/Serving %DV** Amount/Serving %DV** Amount/Serving %DV**
Total Fat 6g 9% Sodium 200mg 8% Insoluble Fiber 1g
Sat. Fat 2g 10% Potassium 130mg 4% Sugars 11g
Trans Fat 0g Total Carb. 25g 8% Other Carb. 11g
Cholesterol 0mg 0% Dietary Fiber 3g 12% Protein 10g 20%
Vit. A 20% • Vit. C 20% • Calcium 35% • Iron 30% • Vit. D 15% • Vit. E 30% • Vit. K 10% • Thiamin (B1) 10% • Riboflavin (B2) 40% Niacin (B3) 40% • Vit. B6 80% • Folate 100% • Vit. B12 80% • Biotin 25% • Pantothenic Acid 40% • Phosphorus 20% • Iodine 35% Magnesium 10% • Zinc 35% • Selenium 35% • Copper 10% • Manganese 25% • Chromium 25% • Molybdenum 25%
LOW GLYCEMIC
Low-glycemic foods digest slowly for prolonged levels of satiation and energy.
†Contains 6g total fat.
LUNA
GLUTEN FREE
10g PROTEIN
3g FIBER†
70% ORGANIC
Vanilla Almond
WHOLE NUTRITION BAR FOR WOMEN®
NET WT 1.69 OZ/48g
CALCIUM • IRON • FOLIC ACID • VITAMIN D
Mrs. B: You were a poet, mentor, and passionate teacher. In memory of your life, we will speak, we will write, we will dance. –Elyse
WHO INSPIRES YOU? TELL US AT LUNABAR.COM
BREAST CANCER FUND
PREVENTION STARTS HERE.
LUNA® is an active sponsor of the Breast Cancer Fund and its efforts to eliminate the environmental and preventable causes of the disease.
breastcancerfund.org
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*While other nutrients are also essential for human nutrition, the CORE 4 nutrients are listed because of their importance to many women seeking to maintain their health.
As women, we crave a snack that does more than merely get us through the day. It needs to nourish, curb hunger, AND taste great – to satisfy entirely. Say hello to LUNA, the delightfully delicious, 70% organic snack that multitasks! With the CORE 4* vitamins and minerals essential to women's health – calcium, iron, folic acid, and vitamin D – plus 10 grams of protein and 3 grams of fiber,† LUNA does it all, beautifully. Feel the power of positive snacking. –The Women of LUNA
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Nutrition Facts
Serv. Size 1 bar (48g)
Calories 190
Calories from Fat 60
**Percent Daily Values (DV) are based on a 2,000 calorie diet.
Amount/Serving %DV**
Total Fat 7g 11%
Sat. Fat 2g 10%
Trans Fat 0g
Cholesterol 0mg 0%
Amount/Serving %DV**
Sodium 200mg 8%
Potassium 115mg 3%
Total Carb. 25g 8%
Dietary Fiber 3g 12%
Amount/Serving %DV**
Insoluble Fiber 1g
Sugars 11g
Other Carb. 11g
Protein 9g 18%
Vit. A 20% • Vit. C 20% • Calcium 35% • Iron 30% • Vit. D 15% • Vit. E 30% • Vit. K 10% • Thiamin (B1) 10% • Riboflavin (B2) 40% Niacin (B3) 40% • Vit. B6 80% • Folate 100% • Vit. B12 80% • Biotin 25% • Pantothenic Acid 40% • Phosphorus 20% • Iodine 35% Magnesium 10% • Zinc 35% • Selenium 35% • Copper 10% • Manganese 25% • Chromium 25% • Molybdenum 25%
LOW GLYCEMIC
Low-glycemic foods digest slowly for prolonged levels of satiation and energy.
*Contains 7g total fat
INGREDIENTS: LunaPro® (Soy Rice Crisps [Soy Protein Isolate, Organic Rice Flour, Calcium Carbonate], Organic Toasted Oats [Organic Rolled Oats, Organic Dried Cane Syrup, Natural Vitamin E (Antioxidant)], Organic Roasted Soybeans, Organic Soy Flour, Organic Flaxseed), Organic Brown Rice Syrup, Organic Coating (Organic Dried Cane Syrup, Organic Palm Kernel Solids, Organic Soy Flour, Organic Soy Lecithin, Organic Vanilla Extract), Inulin (Chicory Extract), Macadamia Nuts, Macadamia Nut Butter, Organic Cashews, Organic Tapioca Syrup Solids, Organic Sunflower Oil, Vegetable Glycerine, Sea Salt, Natural Flavors, Organic Natural Flavor, Natural Vitamin E (Antioxidant). VITAMINS & MINERALS: Dicalcium Phosphate, Calcium Carbonate, Magnesium Oxide, Ferrous Fumarate (Iron), Niacinamide (Vit. B3), Ascorbic Acid (Vit. C), DL-Alpha Tocopheryl Acetate (Vit. E), Zinc Oxide, Molybdenum Glycinate, Pyridoxine Hydrochloride (Vit. B6), D-Calcium Pantothenate, Beta Carotene (Vit. A), Manganese Sulfate, Selenium Amino Acid Chelate, Riboflavin (Vit. B2), Chromium Amino Acid Chelate, Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Cyanocobalamin (Vit. B12), Folic Acid, Cupric Oxide, Phytonadione (Vit. K), Biotin, Potassium Iodide. ALLERGEN STATEMENT: CONTAINS SOY, CASHEWS, AND MACADAMIA NUTS. MAY CONTAIN TRACES OF MILK AND OTHER TREE NUTS. MAY CONTAIN NUTSHELL FRAGMENTS. NO HYDROGENATED OILS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. 70% ORGANIC INGREDIENTS.
NEW RECIPE
NOW INCLUDES CASHEWS
LUNA®
GLUTEN FREE
9g PROTEIN
3g FIBER*
70% ORGANIC
White Chocolate Macadamia
natural flavor
WITH CASHEWS
WHOLE NUTRITION BAR FOR WOMEN*
NET WT 1.69 OZ/48g
CALCIUM • IRON • FOLIC ACID • VITAMIN D
To Aunt Phyl: You've helped my dreams stay big, even when my thoughts got small. Thank you for constantly broadening my scope and being the greatest survivor I know!, Love, Michele
WHO INSPIRES YOU? TELL US AT LUNABAR.COM
As women, we crave a snack that does more than merely get us through the day. It needs to nourish, curb hunger, AND taste great – to satisfy entirely. Say hello to LUNA, the delightfully delicious, 70% organic snack that multitasks! With the CORE 4* vitamins and minerals essential to women's health – calcium, iron, folic acid, and vitamin D – plus 9 grams of protein and 3 grams of fiber,† LUNA does it all, beautifully. Feel the power of positive snacking. – The Women of LUNA
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breastcancerfund.org
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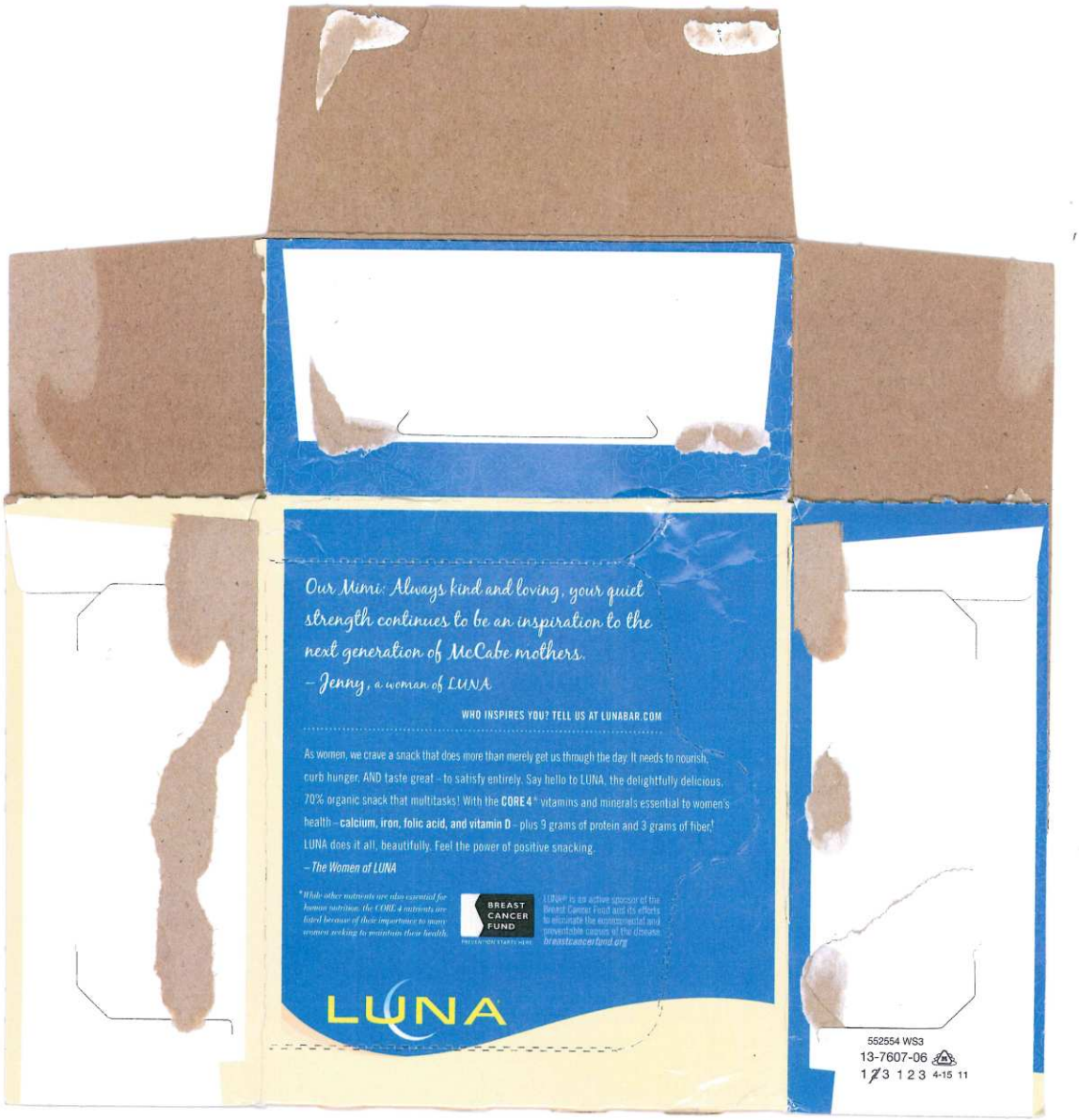
*While other nutrients are also essential for human nutrition, the CORE 4 nutrients are listed because of their importance to many women seeking to maintain their health.
Made in Canada
BEST BY 02JUL16M52


LUNA
6 Bars
White Chocolate Macadamia
natural flavor
WITH CASHEWS
NEW RECIPE
NOW INCLUDES CASHEWS
GLUTEN FREE
9g PROTEIN
3g FIBER
70% ORGANIC
WHOLE NUTRITION BAR FOR WOMEN
CALCIUM • IRON • FOLIC ACID • VITAMIN D
1.69 OZ/48g per bar
NET WT 10.14 OZ/288g
Nutrition Facts
Serv. Size 1 bar (48g)
Serv. Per Container 6
Calories 190
Calories from Fat 60
**Percent Daily Values (DV) are based on a 2,000 calorie diet.
Amount/Serving %DV** Amount/Serving %DV**
Total Fat 7g 11% Total Carb. 25g 8%
Sat. Fat 2g 10% Dietary Fiber 3g 12%
Trans Fat 0g Insoluble Fiber 1g
Cholesterol 0mg 0% Sugars 11g
Sodium 200mg 8% Other Carb. 11g
Potassium 115mg 3% Protein 9g 18%
INGREDIENTS: LunaPro® (Soy Rice Crisps [Soy Protein Isolate, Organic Rice Flour, Calcium Carbonate], Organic Toasted Oats [Organic Rolled Oats, Organic Dried Cane Syrup, Natural Vitamin E (Antioxidant)], Organic Roasted Soybeans, Organic Soy Flour, Organic Flaxseed), Organic Brown Rice Syrup, Organic Coating (Organic Dried Cane Syrup, Organic Palm Kernel Solids, Organic Soy Flour, Organic Soy Lecithin, Organic Vanilla Extract), Inulin (Chicory Extract), Macadamia Nuts, Macadamia Nut Butter, Organic Cashews, Organic Tapioca Syrup Solids, Organic Sunflower Oil, Vegetable Glycerine, Sea Salt, Natural Flavors, Organic Natural Flavor, Natural Vitamin E (Antioxidant).
VITAMINS & MINERALS: Dicalcium Phosphate, Calcium Carbonate, Magnesium Oxide, Ferrous Fumarate (Iron), Niacinamide (Vit. B3), Ascorbic Acid (Vit. C), DL-Alpha Tocopheryl Acetate (Vit. E), Zinc Oxide, Molybdenum Glycinate, Pyridoxine Hydrochloride (Vit. B6), D-Calcium Pantothenate, Beta Carotene (Vit. A), Manganese Sulfate, Selenium Amino Acid Chelate, Riboflavin (Vit. B2), Chromium Amino Acid Chelate, Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Cyanocobalamin (Vit. B12), Folic Acid, Cupric Oxide, Phytonadione (Vit. K), Biotin, Potassium Iodide.
ALLERGEN STATEMENT: CONTAINS SOY, CASHEWS, AND MACADAMIA NUTS. MAY CONTAIN TRACES OF MILK AND OTHER TREE NUTS. MAY CONTAIN NUTSHELL FRAGMENTS. NO HYDROGENATED OILS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. 70% ORGANIC INGREDIENTS.
LOW GLYCEMIC
Contains 7g total fat.
Made in Canada
CERTIFIED ORGANIC BY QAI
100% Recycled Paperboard
CLIF



Our Mimi: Always kind and loving, your quiet strength continues to be an inspiration to the next generation of McCabe mothers.
– Jenny, a woman of LUNA

WHO INSPIRES YOU? TELL US AT LUNABAR.COM

As women, we crave a snack that does more than merely get us through the day. It needs to nourish, curb hunger, AND taste great – to satisfy entirely. Say hello to LUNA, the delightfully delicious, 70% organic snack that multitasks! With the **CORE 4*** vitamins and minerals essential to women's health – **calcium, iron, folic acid, and vitamin D** – plus 9 grams of protein and 3 grams of fiber,[1] LUNA does it all, beautifully. Feel the power of positive snacking.
– The Women of LUNA

**While other nutrients are also essential for human nutrition, the CORE 4 nutrients are listed because of their importance to many women seeking to maintain their health.*

BREAST CANCER FUND
PREVENTION STARTS HERE

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LUNA

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EXHIBIT B

1. **LUNA Chocolate Chip Cookie Dough Protein Bar**

   a. Healthy Statements (emphasis added)

      i. "With decadent nougat, 12 grams of protein, and vitamins and minerals essential to women's ***health***, LUNA Protein helps us keep pace with the day."

      ii. "Gluten free and boosted by calcium, iron, folic acid, and vitamin D, it's a delicious snack that has the ***nutrition*** we need to stay strong."

   b. Nutrient Content Statements

      i. "12g Protein"

      ii. "Calcium · Iron · Folic Acid · Vitamin D"

      iii. "High Protein Bar"

      iv. "vitamins and minerals"

      v. "boosted by calcium, iron, folic acid, and vitamin D"

   c. Violations of FDA Regulations

      i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 5.33 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

      ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 3.11 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

2. **LUNA Chocolate Coconut Almond Protein Bar**

   a. Healthy Statements (emphasis added)

      i. "With decadent nougat, 12 grams of protein, and vitamins and minerals essential to women's ***health***, LUNA Protein helps us keep pace with the day."

      ii. "Gluten free and boosted by calcium, iron, folic acid, and vitamin D, it's a delicious snack that has the ***nutrition*** we need to stay strong."

b. Nutrient Content Statements

i. "12g Protein"

ii. "Calcium · Iron · Folic Acid · Vitamin D"

iii. "High Protein Bar"

iv. "vitamins and minerals"

v. "boosted by calcium, iron, folic acid, and vitamin D"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 6.22 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 3.56 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

3. **LUNA Chocolate Peanut Butter Protein Bar**

a. Healthy Statements (emphasis added)

i. "With decadent nougat, 12 grams of protein, and vitamins and minerals essential to women's ***health***, LUNA Protein helps us keep pace with the day."

ii. "Gluten free and boosted by calcium, iron, folic acid, and vitamin D, it's a delicious snack that has the ***nutrition*** we need to stay strong."

b. Nutrient Content Statements

i. "12g Protein"

ii. "Calcium · Iron · Folic Acid · Vitamin D"

iii. "High Protein Bar"

iv. "vitamins and minerals"

v. "boosted by calcium, iron, folic acid, and vitamin D"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 7.11 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 3.11 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

4. **LUNA Chocolate Salted Caramel Protein Bar**

a. Healthy Statements (emphasis added)

i. "With decadent nougat, 12 grams of protein, and vitamins and minerals essential to women's ***health***, LUNA Protein helps us keep pace with the day."

ii. "Gluten free and boosted by calcium, iron, folic acid, and vitamin D, it's a delicious snack that has the ***nutrition*** we need to stay strong."

b. Nutrient Content Statements

i. "12g Protein"

ii. "Calcium · Iron · Folic Acid · Vitamin D"

iii. "High Protein Bar"

iv. "vitamins and minerals"

v. "boosted by calcium, iron, folic acid, and vitamin D"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 4.44 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 2.67 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

5. **LUNA Lemon Vanilla Protein Bar**

a. Healthy Statements (emphasis added)

i. "With decadent nougat, 12 grams of protein, and vitamins and minerals essential to women's ***health***, LUNA Protein helps us keep pace with the day."

ii. "Gluten free and boosted by calcium, iron, folic acid, and vitamin D, it's a delicious snack that has the ***nutrition*** we need to stay strong."

b. Nutrient Content Statements

i. "12g Protein"

ii. "Calcium · Iron · Folic Acid · Vitamin D"

iii. "High Protein Bar"

iv. "vitamins and minerals"

v. "boosted by calcium, iron, folic acid, and vitamin D"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 4 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 2.67 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

6. **LUNA Mint Chocolate Chip Protein Bar**

a. Healthy Statements (emphasis added)

i. "With decadent nougat, 12 grams of protein, and vitamins and minerals essential to women's ***health***, LUNA Protein helps us keep pace with the day."

ii. "Gluten free and boosted by calcium, iron, folic acid, and vitamin D, it's a delicious snack that has the ***nutrition*** we need to stay strong."

b. Nutrient Content Statements

i. "12g Protein"

ii. "Calcium · Iron · Folic Acid · Vitamin D"

iii. "High Protein Bar"

iv. "vitamins and minerals"

v. "boosted by calcium, iron, folic acid, and vitamin D"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 4.44 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 3.11 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

7. **LUNA Berry Greek Yogurt Protein Bar**

a. Healthy Statements (emphasis added)

i. "With decadent nougat, 12 grams of protein, and vitamins and minerals essential to women's ***health***, LUNA Protein helps us keep pace with the day."

ii. "Gluten free and boosted by calcium, iron, folic acid, and vitamin D, it's a delicious snack that has the ***nutrition*** we need to stay strong."

b. Nutrient Content Statements

i. "12g Protein"

ii. "Calcium · Iron · Folic Acid · Vitamin D"

iii. "High Protein Bar"

iv. "vitamins and minerals"

v. "boosted by calcium, iron, folic acid, and vitamin D"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 4.44 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 2.22 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

Nutrition Facts
Serv. Size 1 Bar (45g)
Calories 170
Calories from Fat 50
*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV*	Amount/Serving	%DV*	Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 6g	9%	**Cholesterol** <5mg	1%	**Total Carb.** 21g	7%	Sugars 15g	
Sat. Fat 3.5g	18%	**Sodium** 260mg	11%	Dietary Fiber 3g	11%	Other Carb. 3g	
Trans Fat 0g		**Potassium** 130mg	4%	Insoluble Fiber 1g		**Protein** 12g	23%

Vit. A 10% • Vit. C 20% • Calcium 25% • Iron 15% • Vit. D 15% • Vit. E 30% • Thiamin (B1) 10% • Riboflavin (B2) 10% • Niacin (B3) 10% • Vit. B6 20% • Folate (B9) 30% • Vit. B12 20%

LOW GLYCEMIC
Low-glycemic foods digest slowly for prolonged levels of satiation and energy.

INGREDIENTS: Soy Protein Isolate, Organic Cane Syrup, Organic Dried Cane Syrup, Palm Kernel Oil, Vegetable Glycerin, Inulin (Chicory Extract), Cocoa‡, Dried Cane Syrup, Macadamia Nut Butter, Natural Flavors, Whey Protein Concentrate, Unsweetened Chocolate‡, Organic Rice Flour, Salt, Soy Lecithin, Cocoa Butter‡, Organic Alkalized Cocoa, Organic Vanilla Extract, Vanilla Extract. **VITAMINS & MINERALS:** Calcium Carbonate, Ascorbic Acid (Vit. C), Tocopheryl Acetate (Vit. E), Ferric Orthophosphate (Iron), Beta Carotene (Vit. A), Niacinamide (Vit. B3), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12), Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6). **ALLERGEN STATEMENT: CONTAINS SOY, MILK, AND MACADAMIA NUTS. MAY CONTAIN TRACES OF OTHER TREE NUTS.**
WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. CONTAINS 32% ORGANIC INGREDIENTS. GLUTEN FREE.
‡Rainforest Alliance Certified™ (98% of total cocoa)

LUNA® protein

GLUTEN FREE
LOW GLYCEMIC
12g PROTEIN

Chocolate Chip Cookie Dough

UD
HIGH PROTEIN BAR
NET WT 1.59 OZ/45g

CALCIUM • IRON • FOLIC ACID • VITAMIN D

As women, we sometimes feel like our daily routine is a sprint to the finish line. With decadent nougat, 12 grams of protein, and vitamins and minerals essential to women's health, LUNA® Protein helps us keep pace with the day. Gluten free and boosted by **calcium, iron, folic acid, and vitamin D,** it's a delicious snack that has the nutrition we need to stay strong. – ***The Women of LUNA***

RAINFOREST ALLIANCE CERTIFIED COCOA

7 22252 23303 5
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BREAST CANCER FUND
PREVENTION STARTS HERE.

04SEP16OB2
BEST BY

Nutrition Facts
Serv. Size 1 Bar (45g)
Calories 180
Calories from Fat 60
*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV*	Amount/Serving	%DV*	Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 7g	10%	**Cholesterol** <5mg	1%	**Total Carb.** 21g	7%	Sugars 13g	
Sat. Fat 4g	21%	**Sodium** 140mg	6%	Dietary Fiber 3g	12%	Other Carb. 5g	
Trans Fat 0g		**Potassium** 130mg	4%	Insoluble Fiber 1g		**Protein** 12g	24%

Vit. A 10% • Vit. C 20% • Calcium 25% • Iron 15% • Vit. D 15% • Vit. E 30% • Thiamin (B1) 10% • Riboflavin (B2) 10% • Niacin (B3) 10% • Vit. B6 20% • Folate (B9) 30% • Vit. B12 20%

LOW GLYCEMIC Low-glycemic foods digest slowly for prolonged levels of satiation and energy.

INGREDIENTS: Soy Protein Isolate, Organic Cane Syrup, Organic Dried Cane Syrup, Vegetable Glycerin, Palm Kernel Oil, Inulin (Chicory Extract), Organic Toasted Coconut, Almonds, Cocoa‡, Almond Butter, Whey Protein Concentrate, Natural Flavors, Water, Tapioca Starch, Soy Lecithin, Salt, Organic Vanilla Extract. **VITAMINS & MINERALS:** Calcium Carbonate, Ascorbic Acid (Vit. C), Tocopheryl Acetate (Vit. E), Ferric Orthophosphate (Iron), Beta Carotene (Vit. A), Niacinamide (Vit. B3), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12), Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6). **ALLERGEN STATEMENT: CONTAINS SOY, MILK, ALMONDS, AND COCONUT. MAY CONTAIN TRACES OF OTHER TREE NUTS. MAY CONTAIN NUTSHELL FRAGMENTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. CONTAINS 32% ORGANIC INGREDIENTS. GLUTEN FREE.**
‡Rainforest Alliance Certified™

LUNA® protein
Chocolate Coconut Almond
HIGH PROTEIN BAR
NET WT 1.59 OZ/45g
GLUTEN FREE
LOW GLYCEMIC
12g PROTEIN
CALCIUM • IRON • FOLIC ACID • VITAMIN D

As women, we sometimes feel like our daily routine is a sprint to the finish line. With decadent nougat, 12 grams of protein, and vitamins and minerals essential to women's health, LUNA® Protein helps us keep pace with the day. Gluten free and boosted by **calcium, iron, folic acid, and vitamin D,** it's a delicious snack that has the nutrition we need to stay strong. *– The Women of LUNA*

RAINFOREST ALLIANCE CERTIFIED COCOA

7 22252 23307 3
2307/003 R3

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BREAST CANCER FUND
PREVENTION STARTS HERE

BEST BY 21JUL16OB2

Nutrition Facts

Serv. Size 1 Bar (45g)
Serv. per Container 6
Calories 180
Calories from Fat 60

*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 7g	10%	**Total Carb.** 21g	7%
Sat. Fat 4g	21%	Dietary Fiber 3g	12%
Trans Fat 0g		Insoluble Fiber 1g	
Cholesterol <5mg	1%	Sugars 13g	
Sodium 140mg	6%	Other Carb. 5g	
Potassium 130mg	4%	**Protein** 12g	24%

Vit. A 10% • Vit. C 20% • Calcium 25% • Iron 15%
Vit. D 15% • Vit. E 30% • Thiamin (B1) 10%
Riboflavin (B2) 10% • Niacin (B3) 10%
Vit. B6 20% • Folate (B9) 30% • Vit. B12 20%

INGREDIENTS: Soy Protein Isolate, Organic Cane Syrup, Organic Dried Cane Syrup, Vegetable Glycerin, Palm Kernel Oil, Inulin (Chicory Extract), Organic Toasted Coconut, Almonds, Cocoa‡, Almond Butter, Whey Protein Concentrate, Natural Flavors, Water, Tapioca Starch, Soy Lecithin, Salt, Organic Vanilla Extract.

VITAMINS & MINERALS: Calcium Carbonate, Ascorbic Acid (Vit. C), Tocopheryl Acetate (Vit. E), Ferric Orthophosphate (Iron), Beta Carotene (Vit. A), Niacinamide (Vit. B3), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12), Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6).

ALLERGEN STATEMENT: CONTAINS SOY, MILK, ALMONDS, AND COCONUT. MAY CONTAIN TRACES OF OTHER TREE NUTS. MAY CONTAIN NUTSHELL FRAGMENTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. CONTAINS 32% ORGANIC INGREDIENTS. GLUTEN FREE.

‡Rainforest Alliance Certified™

LOW GLYCEMIC

Low-glycemic foods digest slowly for prolonged levels of satiation and energy.

RAINFOREST ALLIANCE CERTIFIED COCOA

GLUTEN FREE

LUNA® protein

Chocolate Coconut Almond

HIGH PROTEIN BAR

CALCIUM • IRON • FOLIC ACID • VITAMIN D

12g PROTEIN

LOW GLYCEMIC

6 Bars

1.59 OZ/45g per bar

NET WT 9.54 OZ/270g

LP13_1184

554523 WS#2
21-0910-03
1 2 3
1 2 3
6/15 7

10

6 Bars

LUNA protein

LUNA protein

Keeps you going strong...

12 GRAMS OF PROTEIN • GLUTEN FREE • LOW GLYCEMIC

As women, we sometimes feel like our daily routine is a sprint to the finish line. With decadent nougat, 12 grams of protein, and vitamins and minerals essential to women's health, LUNA® Protein helps us keep pace with the day. Gluten free and boosted by **calcium, iron, folic acid, and vitamin D,** it's a delicious snack that has the nutrition we need to stay strong. *– The Women of LUNA*

BREAST CANCER FUND
PREVENTION STARTS HERE.

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100% Recycled Paperboard

This carton is made from 100% recycled content with a maximum 65% pre-consumer content and a minimum 35% post-consumer fiber content. Please recycle.

33407 004 R3

7 22252 33407 7


Nutrition Facts
Serv. Size 1 Bar (45g)
Calories 190
Calories from Fat 80
*Percent Daily Values (DV) are based on a 2,000 calorie diet.
Amount/Serving %DV*
Total Fat 8g 13%
Sat. Fat 3.5g 18%
Trans Fat 0g
Amount/Serving %DV*
Cholesterol 0mg 0%
Sodium 250mg 10%
Potassium 140mg 4%
Amount/Serving %DV*
Total Carb. 19g 6%
Dietary Fiber 3g 10%
Insoluble Fiber 1g
Amount/Serving %DV*
Sugars 13g
Other Carb. 3g
Protein 12g 23%
Vit. A 10% • Vit. C 20% • Calcium 25% • Iron 15% • Vit. D 15% • Vit. E 30% • Thiamin (B1) 10% • Riboflavin (B2) 10% • Niacin (B3) 10% • Vit. B6 20% • Folate (B9) 30% • Vit. B12 20%
LOW GLYCEMIC
Low-glycemic foods digest slowly for prolonged levels of satiation and energy.
INGREDIENTS: Soy Protein Isolate, Organic Cane Syrup, Peanuts, Organic Dried Cane Syrup, Palm Kernel Oil, Vegetable Glycerin, Organic Peanut Butter, Inulin (Chicory Extract), Cocoa‡, Natural Flavors, Whey Protein Concentrate, Salt, Soy Lecithin, Tapioca Starch, Almonds, Organic Vanilla Extract. VITAMINS & MINERALS: Calcium Carbonate, Ascorbic Acid (Vit. C), Tocopheryl Acetate (Vit. E), Ferric Orthophosphate (Iron), Beta Carotene (Vit. A), Niacinamide (Vit. B3), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12), Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6). ALLERGEN STATEMENT: CONTAINS SOY, MILK, PEANUTS, AND ALMONDS. MAY CONTAIN TRACES OF OTHER TREE NUTS. MAY CONTAIN NUTSHELL FRAGMENTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. CONTAINS 36% ORGANIC INGREDIENTS. GLUTEN FREE. ‡Rainforest Alliance Certified™
LUNA
protein
GLUTEN FREE
LOW GLYCEMIC
12g PROTEIN
Chocolate Peanut Butter
HIGH PROTEIN BAR
NET WT 1.59 OZ/45g
CALCIUM • IRON • FOLIC ACID • VITAMIN D
As women, we sometimes feel like our daily routine is a sprint to the finish line. With decadent nougat, 12 grams of protein, and vitamins and minerals essential to women's health, LUNA® Protein helps us keep pace with the day. Gluten free and boosted by calcium, iron, folic acid, and vitamin D, it's a delicious snack that has the nutrition we need to stay strong. – The Women of LUNA
RAINFOREST ALLIANCE CERTIFIED COCOA
7 22252 23301 1
23301 001_R18
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BREAST CANCER FUND
PREVENTION STARTS HERE.
20AUG16OB2
BEST BY

Nutrition Facts

Serv. Size 1 Bar (45g)
Serv. per Container 6
Calories 190
Calories from Fat 80

*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 8g	13%	**Total Carb.** 19g	6%
Sat. Fat 3.5g	18%	Dietary Fiber 3g	10%
Trans Fat 0g		Insoluble Fiber 1g	
Cholesterol 0mg	0%	Sugars 13g	
Sodium 250mg	10%	Other Carb. 3g	
Potassium 140mg	4%	**Protein** 12g	23%

Vit. A 10% • Vit. C 20% • Calcium 25% • Iron 15%
Vit. D 15% • Vit. E 30% • Thiamin (B1) 10%
Riboflavin (B2) 10% • Niacin (B3) 10%
Vit. B6 20% • Folate (B9) 30% • Vit. B12 20%

INGREDIENTS: Soy Protein Isolate, Organic Cane Syrup, Peanuts, Organic Dried Cane Syrup, Palm Kernel Oil, Vegetable Glycerin, Organic Peanut Butter, Inulin (Chicory Extract), Cocoa‡, Natural Flavors, Whey Protein Concentrate, Salt, Soy Lecithin, Tapioca Starch, Almonds, Organic Vanilla Extract.

VITAMINS & MINERALS: Calcium Carbonate, Ascorbic Acid (Vit. C), Tocopheryl Acetate (Vit. E), Ferric Orthophosphate (Iron), Beta Carotene (Vit. A), Niacinamide (Vit. B3), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12), Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6).

ALLERGEN STATEMENT: CONTAINS SOY, MILK, PEANUTS, AND ALMONDS. MAY CONTAIN TRACES OF OTHER TREE NUTS. MAY CONTAIN NUTSHELL FRAGMENTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. CONTAINS 36% ORGANIC INGREDIENTS. GLUTEN FREE.

‡Rainforest Alliance Certified™

LOW GLYCEMIC

Low-glycemic foods digest slowly for prolonged levels of satiation and energy.

RAINFOREST ALLIANCE CERTIFIED COCOA

554741 WS#1
7/15 7

12

GLUTEN FREE

LUNA® protein

Chocolate Peanut Butter

HIGH PROTEIN BAR

CALCIUM • IRON • FOLIC ACID • VITAMIN D

12g PROTEIN

LOW GLYCEMIC

6 Bars
1.59 OZ/45g per bar
NET WT 9.54 OZ/270g

LP13_1184

GLUTEN FREE

LUNA protein

Chocolate Peanut Butter

HIGH PROTEIN BAR

12g PROTEIN

LOW GLYCEMIC

11-2352-05
1 2 3
1 2 3

13

LUNA protein

6 Bars

LUNA protein

Keeps you going strong...

12 GRAMS OF PROTEIN • GLUTEN FREE • LOW GLYCEMIC

As women, we sometimes feel like our daily routine is a sprint to the finish line. With decadent nougat, 12 grams of protein, and vitamins and minerals essential to women's health, LUNA® Protein helps us keep pace with the day. Gluten free and boosted by **calcium, iron, folic acid, and vitamin D,** it's a delicious snack that has the nutrition we need to stay strong. – ***The Women of LUNA***

BREAST CANCER FUND
PREVENTION STARTS HERE.

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33401 001_R18

100% Recycled

This carton is made from 100% recycled content with a maximum 65% pre-consumer content and a minimum 35% post-consumer fiber content.

7 22252 33401 5

Nutrition Facts
Serv. Size 1 Bar (45g)
Calories 170
Calories from Fat 45
*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV*	Amount/Serving	%DV*	Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 5g	8%	**Cholesterol** <5mg	1%	**Total Carb.** 22g	7%	Sugars 15g	
Sat. Fat 3g	15%	**Sodium** 270mg	11%	Dietary Fiber 3g	11%	Other Carb. 4g	
Trans Fat 0g		**Potassium** 115mg	3%	Insoluble Fiber 0g		**Protein** 12g	24%

Vit. A 10% • Vit. C 20% • Calcium 25% • Iron 15% • Vit. D 15% • Vit. E 30% • Thiamin (B1) 10% • Riboflavin (B2) 10% • Niacin (B3) 10% • Vit. B6 20% • Folate (B9) 30% • Vit. B12 20%

LOW GLYCEMIC — Low-glycemic foods digest slowly for prolonged levels of satiation and energy.

INGREDIENTS: Soy Protein Isolate, Organic Cane Syrup, Organic Dried Cane Syrup, Inulin (Chicory Extract), Palm Kernel Oil, Vegetable Glycerin, Macadamia Nut Butter, Cocoa‡, Natural Flavors, Whey Protein Concentrate, Organic Brown Rice Syrup, Organic Cocoa Butter‡, Salt, Tapioca Starch, Soy Lecithin, Organic Soy Lecithin, Organic Vanilla Extract. **VITAMINS & MINERALS:** Calcium Carbonate, Ascorbic Acid (Vit. C), Tocopheryl Acetate (Vit. E), Ferric Orthophosphate (Iron), Beta Carotene (Vit. A), Niacinamide (Vit. B3), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12), Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6). **ALLERGEN STATEMENT: CONTAINS SOY, MILK, AND MACADAMIA NUTS. MAY CONTAIN TRACES OF OTHER TREE NUTS.** ‡Rainforest Alliance Certified™
WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. CONTAINS 33% ORGANIC INGREDIENTS. GLUTEN FREE.

Nutrition Facts

Serv. Size 1 Bar (45g)
Serv. per Container 6
Calories 170
Calories from Fat 45

*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 5g	8%	**Total Carb.** 22g	7%
Sat. Fat 3g	15%	Dietary Fiber 3g	11%
Trans Fat 0g		Insoluble Fiber 0g	
Cholesterol <5mg	1%	Sugars 15g	
Sodium 270mg	11%	Other Carb. 4g	
Potassium 115mg	3%	**Protein** 12g	24%

Vit. A 10% • Vit. C 20% • Calcium 25% • Iron 15%
Vit. D 15% • Vit. E 30% • Thiamin (B1) 10%
Riboflavin (B2) 10% • Niacin (B3) 10%
Vit. B6 20% • Folate (B9) 30% • Vit. B12 20%

INGREDIENTS: Soy Protein Isolate, Organic Cane Syrup, Organic Dried Cane Syrup, Inulin (Chicory Extract), Palm Kernel Oil, Vegetable Glycerin, Macadamia Nut Butter, Cocoa‡, Natural Flavors, Whey Protein Concentrate, Organic Brown Rice Syrup, Organic Cocoa Butter‡, Salt, Tapioca Starch, Soy Lecithin, Organic Soy Lecithin, Organic Vanilla Extract.

VITAMINS & MINERALS: Calcium Carbonate, Ascorbic Acid (Vit. C), Tocopheryl Acetate (Vit. E), Ferric Orthophosphate (Iron), Beta Carotene (Vit. A), Niacinamide (Vit. B3), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12), Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6).

ALLERGEN STATEMENT: CONTAINS SOY, MILK, AND MACADAMIA NUTS. MAY CONTAIN TRACES OF OTHER TREE NUTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. CONTAINS 33% ORGANIC INGREDIENTS. GLUTEN FREE. ‡Rainforest Alliance Certified™

RAINFOREST ALLIANCE CERTIFIED COCOA

LOW GLYCEMIC

Low-glycemic foods digest slowly for prolonged levels of satiation and energy.

GLUTEN FREE

LUNA® protein

NEW FLAVOR

Chocolate Salted Caramel

naturally flavored

HIGH PROTEIN BAR

CALCIUM • IRON • FOLIC ACID • VITAMIN D

12g PROTEIN

LOW GLYCEMIC

6 Bars

1.59 OZ/45g per bar

UD NET WT 9.54 OZ/270g

LP14.1297

GLUTEN FREE

LUNA protein

Chocolate Salted Caramel

naturally flavored

HIGH PROTEIN BAR

LOW GLYCEMIC

12g PROTEIN

554523 WS#3
23-0853-02
1 2 3
1 2 3
6/15 9

16

6 Bars

LUNA protein

LUNA protein

Keeps you going strong...

12 GRAMS OF PROTEIN • GLUTEN FREE • LOW GLYCEMIC

As women, we sometimes feel like our daily routine is a sprint to the finish line. With decadent nougat, 12 grams of protein, and vitamins and minerals essential to women's health, LUNA® Protein helps us keep pace with the day. Gluten free and boosted by **calcium, iron, folic acid, and vitamin D,** it's a delicious snack that has the nutrition we need to stay strong. – *The Women of LUNA*

BREAST CANCER FUND
PREVENTION STARTS HERE.

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33408 002 R3

7 22252 33408 4

Nutrition Facts
Serv. Size 1 Bar (45g)
Calories 170
Calories from Fat 40
*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV*	Amount/Serving	%DV*	Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 4.5g	7%	**Cholesterol** <5mg	1%	**Total Carb.** 21g	7%	Sugars 15g	
Sat. Fat 3g	15%	**Sodium** 160mg	7%	Dietary Fiber 3g	12%	Other Carb. 3g	
Trans Fat 0g		**Potassium** 85mg	2%	Insoluble Fiber 0g		**Protein** 12g	24%

Vit. A 10% • Vit. C 20% • Calcium 25% • Iron 15% • Vit. D 15% • Vit. E 30% • Thiamin (B1) 10% • Riboflavin (B2) 10% • Niacin (B3) 10% • Vit. B6 20% • Folate (B9) 30% • Vit. B12 20%

LOW GLYCEMIC
Low glycemic foods digest slowly for improved levels of satiation and energy.

INGREDIENTS: Soy Protein Isolate, Organic Cane Syrup, Organic Dried Cane Syrup, Inulin (Chicory Extract), Vegetable Glycerin, Palm Kernel Oil, Macadamia Nut Butter, Natural Flavors, Whey Protein Concentrate, Organic Lemon Juice Concentrate, Nonfat Dry Milk, Organic Glucose Syrup, Water, Soy Lecithin, Tapioca Starch, Salt, Organic Vanilla Extract, Pectin, Citric Acid, Sodium Bicarbonate. **VITAMINS & MINERALS:** Calcium Carbonate, Ascorbic Acid (Vit. C), Tocopheryl Acetate (Vit. E), Ferric Orthophosphate (Iron), Beta Carotene (Vit. A), Niacinamide (Vit. B3), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12), Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6). **ALLERGEN STATEMENT: CONTAINS SOY, MILK, AND MACADAMIA NUTS. MAY CONTAIN TRACES OF OTHER TREE NUTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. CONTAINS 32% ORGANIC INGREDIENTS. GLUTEN FREE.**

LUNA® protein
Lemon Vanilla
HIGH PROTEIN BAR
GLUTEN FREE
LOW GLYCEMIC
12g PROTEIN
NET WT 1.59 OZ/45g
CALCIUM • IRON • FOLIC ACID • VITAMIN D

As women, we sometimes feel like our daily routine is a sprint to the finish line. With decadent nougat, 12 grams of protein, and vitamins and minerals essential to women's health, LUNA® Protein helps us keep pace with the day. Gluten free and boosted by **calcium, iron, folic acid, and vitamin D,** it's a delicious snack that has the nutrition we need to stay strong. ***– The Women of LUNA***

7 22252 23306 6
23306 003__R3

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BREAST CANCER FUND
PREVENTION STARTS HERE.

14JUL16OB1
BEST BY

Nutrition Facts

Serv. Size 1 Bar (45g)
Serv. per Container 6
Calories 170
Calories from Fat 40

*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 4.5g	7%	**Total Carb.** 21g	7%
Sat. Fat 3g	15%	Dietary Fiber 3g	12%
Trans Fat 0g		Insoluble Fiber 0g	
Cholesterol <5mg	1%	Sugars 15g	
Sodium 160mg	7%	Other Carb. 3g	
Potassium 85mg	2%	**Protein** 12g	24%

Vit. A 10% • Vit. C 20% • Calcium 25% • Iron 15%
Vit. D 15% • Vit. E 30% • Thiamin (B1) 10%
Riboflavin (B2) 10% • Niacin (B3) 10%
Vit. B6 20% • Folate (B9) 30% • Vit. B12 20%

INGREDIENTS: Soy Protein Isolate, Organic Cane Syrup, Organic Dried Cane Syrup, Inulin (Chicory Extract), Vegetable Glycerin, Palm Kernel Oil, Macadamia Nut Butter, Natural Flavors, Whey Protein Concentrate, Organic Lemon Juice Concentrate, Nonfat Dry Milk, Organic Glucose Syrup, Water, Soy Lecithin, Tapioca Starch, Salt, Organic Vanilla Extract, Pectin, Citric Acid, Sodium Bicarbonate.

VITAMINS & MINERALS: Calcium Carbonate, Ascorbic Acid (Vit. C), Tocopheryl Acetate (Vit. E), Ferric Orthophosphate (Iron), Beta Carotene (Vit. A), Niacinamide (Vit. B3), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12), Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6).

ALLERGEN STATEMENT: CONTAINS SOY, MILK, AND MACADAMIA NUTS. MAY CONTAIN TRACES OF OTHER TREE NUTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. CONTAINS 32% ORGANIC INGREDIENTS. GLUTEN FREE.

LOW GLYCEMIC

Low-glycemic foods digest slowly for prolonged levels of satiation and energy.

GLUTEN FREE

LUNA® protein

Lemon Vanilla

HIGH PROTEIN BAR

CALCIUM • IRON • FOLIC ACID • VITAMIN D

12g PROTEIN

LOW GLYCEMIC

6 Bars

1.59 OZ/45g per bar

NET WT 9.54 OZ/270g

LP13_1184

GLUTEN FREE

LUNA protein

Lemon Vanilla

HIGH PROTEIN BAR

LOW GLYCEMIC

12g PROTEIN

553613 WS#1
21-0911-03
1 2 3
1 2 3
5/15 8

6 Bars

LUNA protein

LUNA protein

Keeps you going strong...

12 GRAMS OF PROTEIN • GLUTEN FREE • LOW GLYCEMIC

As women, we sometimes feel like our daily routine is a sprint to the finish line. With decadent nougat, 12 grams of protein, and vitamins and minerals essential to women's health, LUNA® Protein helps us keep pace with the day. Gluten free and boosted by **calcium, iron, folic acid, and vitamin D,** it's a delicious snack that has the nutrition we need to stay strong. – ***The Women of LUNA***

BREAST CANCER FUND
PREVENTION STARTS HERE.

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33406 004_R3

7 22252 33406 0


Nutrition Facts
Serv. Size 1 Bar (45g)
Calories 170
Calories from Fat 45
*Percent Daily Values (DV) are based on a 2,000 calorie diet.
Amount/Serving %DV* Amount/Serving %DV* Amount/Serving %DV* Amount/Serving %DV*
Total Fat 5g 8% Cholesterol <5mg 1% Total Carb. 21g 7% Sugars 14g
Sat. Fat 3.5g 16% Sodium 240mg 10% Dietary Fiber 3g 10% Other Carb. 4g
Trans Fat 0g Potassium 150mg 4% Insoluble Fiber 1g Protein 12g 23%
Vit. A 10% • Vit. C 20% • Calcium 25% • Iron 15% • Vit. D 15% • Vit. E 30% • Thiamin (B1) 10% • Riboflavin (B2) 10% • Niacin (B3) 10% • Vit. B6 20% • Folate (B9) 30% • Vit. B12 20%
LOW GLYCEMIC
Low-glycemic foods digest slowly for prolonged levels of satiation and energy.
INGREDIENTS: Soy Protein Isolate, Organic Cane Syrup, Organic Dried Cane Syrup, Vegetable Glycerin, Palm Kernel Oil, Inulin (Chicory Extract), Cocoa‡, Natural Flavors, Macadamia Nut Butter, Whey Protein Concentrate, Dried Cane Syrup, Organic Alkalized Cocoa, Organic Rice Flour, Unsweetened Chocolate‡, Water, Salt, Soy Lecithin, Cocoa Butter‡, Organic Vanilla Extract, Vanilla Extract.
VITAMINS & MINERALS: Calcium Carbonate, Ascorbic Acid (Vit. C), Tocopheryl Acetate (Vit. E), Ferric Orthophosphate (Iron), Beta Carotene (Vit. A), Niacinamide (Vit. B3), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12), Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6). ALLERGEN STATEMENT: CONTAINS SOY, MILK, AND MACADAMIA NUTS. MAY CONTAIN TRACES OF OTHER TREE NUTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. CONTAINS 35% ORGANIC INGREDIENTS. GLUTEN FREE. ‡Rainforest Alliance Certified™ (75% of total cocoa)
LUNA®
protein
GLUTEN FREE
LOW GLYCEMIC
12g PROTEIN
Mint Chocolate Chip
HIGH PROTEIN BAR
NET WT 1.59 OZ/45g
CALCIUM • IRON • FOLIC ACID • VITAMIN D
As women, we sometimes feel like our daily routine is a sprint to the finish line. With decadent nougat, 12 grams of protein, and vitamins and minerals essential to women's health, LUNA® Protein helps us keep pace with the day. Gluten free and boosted by calcium, iron, folic acid, and vitamin D, it's a delicious snack that has the nutrition we need to stay strong. – The Women of LUNA
RAINFOREST ALLIANCE CERTIFIED COCOA
7 22252 23305 9
23305 001 R9
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BREAST CANCER FUND
PREVENTION STARTS HERE.
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BEST BY

Nutrition Facts
Serv. Size 1 Bar (45g)
Calories 170
Calories from Fat 45
* Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV*	Amount/Serving	%DV*	Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 5g	7%	**Cholesterol** <5mg	1%	**Total Carb.** 22g	7%	Sugars 15g	
Sat. Fat 2.5g	12%	**Sodium** 160mg	7%	Dietary Fiber 3g	10%	Other Carb. 4g	
Trans Fat 0g		**Potassium** 105mg	3%	Insoluble Fiber 0g		**Protein** 12g	25%

Vit. A 10% • Vit. C 20% • Calcium 25% • Iron 15% • Vit. D 15% • Vit. E 30% • Thiamin (B1) 10% • Riboflavin (B2) 10% • Niacin (B3) 10% • Vit. B6 20% • Folate (B9) 30% • Vit. B12 20%

LOW GLYCEMIC — Low glycemic index foods digest slowly for prolonged levels of energy.

INGREDIENTS: Soy Protein Isolate, Organic Cane Syrup, Organic Dried Cane Syrup, Inulin (Chicory Extract), Vegetable Glycerin, Palm Kernel Oil, Almonds, Macadamia Nut Butter, Organic Honey, Whey Protein Concentrate, Dried Blueberries, Natural Flavors, Apple Juice Concentrate, Nonfat Dry Milk, Nonfat Yogurt Powder (Cultured Nonfat Milk), Greek Yogurt Flavored Powder (Nonfat Yogurt [Cultured Nonfat Milk], Milk Protein Concentrate), Whole Milk Powder, Water, Soy Lecithin, Dried Cane Syrup, Salt, Tapioca Starch, Lactic Acid, Citric Acid, Dried Honey. **VITAMINS & MINERALS:** Calcium Carbonate, Ascorbic Acid (Vit. C), DL-Alpha Tocopheryl Acetate (Vit. E), Ferric Orthophosphate (Iron), Beta Carotene (Vit. A), Niacinamide (Vit. B3), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12), Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6). **ALLERGEN STATEMENT: CONTAINS SOY, MILK, ALMONDS, AND MACADAMIA NUTS. MAY CONTAIN TRACES OF OTHER TREE NUTS. MAY CONTAIN NUTSHELL FRAGMENTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. CONTAINS 32% ORGANIC INGREDIENTS. GLUTEN FREE.**

Nutrition Facts

Serv. Size 1 Bar (45g)
Serv. per Container 6
Calories 170
Calories from Fat 45

*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 5g	7%	**Total Carb.** 22g	7%
Sat. Fat 2.5g	12%	Dietary Fiber 3g	10%
Trans Fat 0g		Insoluble Fiber 0g	
Cholesterol <5mg	1%	Sugars 15g	
Sodium 160mg	7%	Other Carb. 4g	
Potassium 105mg	3%	**Protein** 12g	25%

Vit. A 10% • Vit. C 20% • Calcium 25% • Iron 15%
Vit. D 15% • Vit. E 30% • Thiamin (B1) 10%
Riboflavin (B2) 10% • Niacin (B3) 10%
Vit. B6 20% • Folate (B9) 30% • Vit. B12 20%

INGREDIENTS: Soy Protein Isolate, Organic Cane Syrup, Organic Dried Cane Syrup, Inulin (Chicory Extract), Vegetable Glycerin, Palm Kernel Oil, Almonds, Macadamia Nut Butter, Organic Honey, Whey Protein Concentrate, Dried Blueberries, Natural Flavors, Apple Juice Concentrate, Nonfat Dry Milk, Nonfat Yogurt Powder (Cultured Nonfat Milk), Greek Yogurt Flavored Powder (Nonfat Yogurt [Cultured Nonfat Milk], Milk Protein Concentrate), Whole Milk Powder, Water, Soy Lecithin, Dried Cane Syrup, Salt, Tapioca Starch, Lactic Acid, Citric Acid, Dried Honey.

VITAMINS & MINERALS: Calcium Carbonate, Ascorbic Acid (Vit. C), DL-Alpha Tocopheryl Acetate (Vit. E), Ferric Orthophosphate (Iron), Beta Carotene (Vit. A), Niacinamide (Vit. B3), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12), Ergocalciferol (Vit. D2), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6).

ALLERGEN STATEMENT: CONTAINS SOY, MILK, ALMONDS, AND MACADAMIA NUTS. MAY CONTAIN TRACES OF OTHER TREE NUTS. MAY CONTAIN NUTSHELL FRAGMENTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. CONTAINS 32% ORGANIC INGREDIENTS. GLUTEN FREE.

LOW GLYCEMIC

Low-glycemic-index foods digest slowly for prolonged levels of energy.

GLUTEN FREE

LUNA® protein

NEW FLAVOR

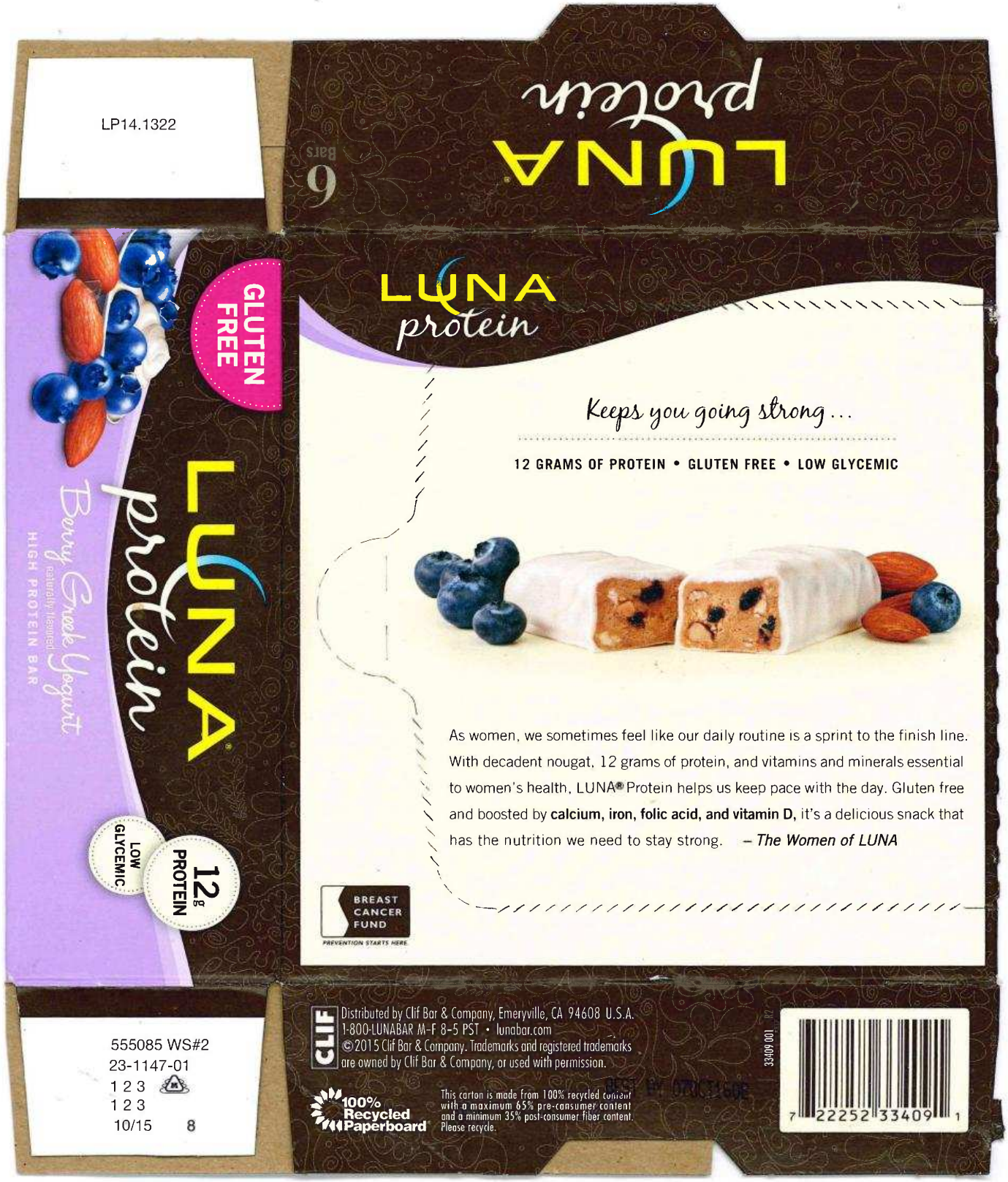
Berry Greek Yogurt
naturally flavored
HIGH PROTEIN BAR

CALCIUM • IRON • FOLIC ACID • VITAMIN D

12g PROTEIN

LOW GLYCEMIC

6 Bars
1.59 OZ/45g per bar
NET WT 9.54 OZ/270g


LP14.1322
6 Bars
LUNA protein
GLUTEN FREE
LUNA protein
Berry Greek Yogurt
naturally flavored
HIGH PROTEIN BAR
LOW GLYCEMIC
12g PROTEIN
LUNA protein
Keeps you going strong...
12 GRAMS OF PROTEIN • GLUTEN FREE • LOW GLYCEMIC
As women, we sometimes feel like our daily routine is a sprint to the finish line. With decadent nougat, 12 grams of protein, and vitamins and minerals essential to women's health, LUNA® Protein helps us keep pace with the day. Gluten free and boosted by calcium, iron, folic acid, and vitamin D, it's a delicious snack that has the nutrition we need to stay strong. – The Women of LUNA
BREAST CANCER FUND
PREVENTION STARTS HERE
555085 WS#2
23-1147-01
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1 2 3
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33409 001
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EXHIBIT C

1. **CLIF Kid Organic Chocolate Brownie Zbar**

   a. Healthy Statements (emphasis added)

      i. "In raising our family, finding ***nutritious*** on-the-go snacks for our kids wasn't easy. That's why we created CLIF Kid—***wholesome***, delicious snacks made with organic ingredients ***to keep kids*** going, ***growing***, and exploring."

   b. Nutrient Content Statements

      i. "3g Fiber"

      ii. "12 Vitamins & Minerals"

      iii. "3.5g total fat"

   c. Violations of FDA Regulations

      i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 3.89 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

      ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 1.67 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

2. **CLIF Kid Organic Chocolate Chip Zbar**

   a. Healthy Statements (emphasis added)

      i. "In raising our family, finding ***nutritious*** on-the-go snacks for our kids wasn't easy. That's why we created CLIF Kid—***wholesome***, delicious snacks made with organic ingredients ***to keep kids*** going, ***growing***, and exploring."

   b. Nutrient Content Statements

      i. "3g Fiber"

      ii. "12 Vitamins & Minerals"

      iii. "3.5g total fat"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 3.89 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 1.67 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

3. **CLIF Kid Organic Iced Lemon Cookie Zbar**

a. Healthy Statements (emphasis added)

i. "In raising our family, finding ***nutritious*** on-the-go snacks for our kids wasn't easy. That's why we created CLIF Kid—***wholesome***, delicious snacks made with organic ingredients to keep kids going, growing, and exploring."

b. Nutrient Content Statements

i. "3g Fiber"

ii. "12 Vitamins & Minerals"

iii. "4g total fat"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 4.44 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 1.67 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

4. **CLIF Kid Organic Iced Oatmeal Cookie Cookie Zbar**

a. Healthy Statements (emphasis added)

i. "In raising our family, finding ***nutritious*** on-the-go snacks for our kids wasn't easy. That's why we created CLIF Kid—***wholesome***, delicious snacks made with organic ***ingredients to keep kids*** going, ***growing***, and exploring."

b. Nutrient Content Statements

i. "3g Fiber"

ii. "12 Vitamins & Minerals"

iii. "4g total fat"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 4.44 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 1.11 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

5. **CLIF Kid Organic S'mores Cookie Zbar**

a. Healthy Statements (emphasis added)

i. "In raising our family, finding ***nutritious*** on-the-go snacks for our kids wasn't easy. That's why we created CLIF Kid—***wholesome***, delicious snacks made with organic ingredients ***to keep kids*** going, ***growing***, and exploring."

b. Nutrient Content Statements

i. "3g Fiber"

ii. "12 Vitamins & Minerals"

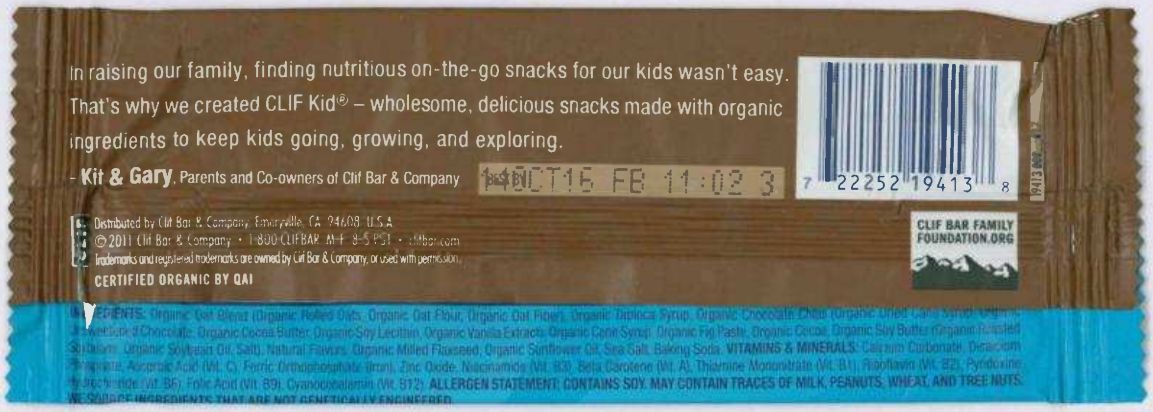
iii. "3.5g total fat"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 3.89 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 1.67 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).


CLIF KID organic
Z BAR
NOURISHING KIDS IN MOTION
8g WHOLE GRAINS
3g FIBER
12 VITAMINS & MINERALS
CHOCOLATE BROWNIE
BAKED WHOLE GRAIN ENERGY SNACK
USDA ORGANIC
NET WT 1.27 OZ/36g



In raising our family, finding nutritious on-the-go snacks for our kids wasn't easy. That's why we created CLIF Kid® – wholesome, delicious snacks made with organic ingredients to keep kids going, growing, and exploring.

- **Kit & Gary**, Parents and Co-owners of Clif Bar & Company

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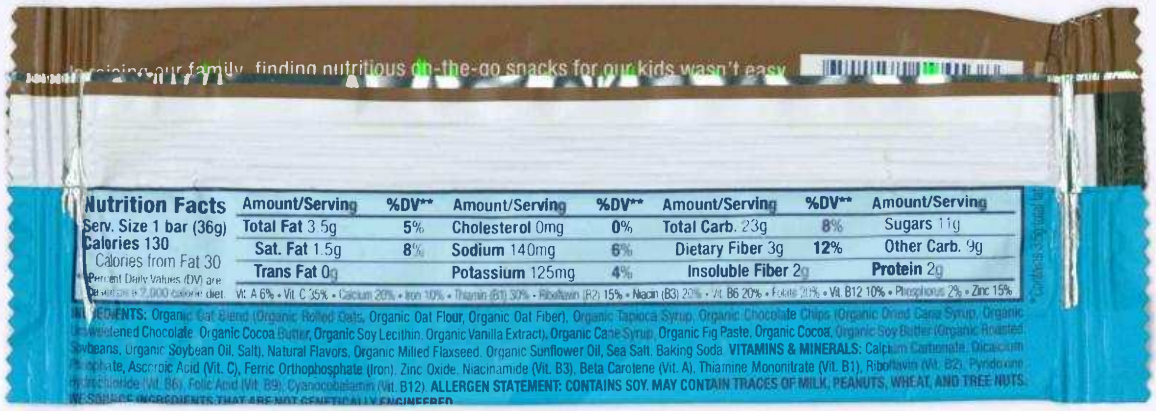
CERTIFIED ORGANIC BY QAI

CLIF BAR FAMILY FOUNDATION.ORG

INGREDIENTS: Organic Oat Blend (Organic Rolled Oats, Organic Oat Flour, Organic Oat Fiber), Organic Tapioca Syrup, Organic Chocolate Chips (Organic Dried Cane Syrup, Organic Unsweetened Chocolate, Organic Cocoa Butter, Organic Soy Lecithin, Organic Vanilla Extract), Organic Cane Syrup, Organic Fig Paste, Organic Cocoa, Organic Soy Butter (Organic Roasted Soybeans, Organic Soybean Oil, Salt), Natural Flavors, Organic Milled Flaxseed, Organic Sunflower Oil, Sea Salt, Baking Soda. **VITAMINS & MINERALS:** Calcium Carbonate, Dicalcium Phosphate, Ascorbic Acid (Vit. C), Ferric Orthophosphate (Iron), Zinc Oxide, Niacinamide (Vit. B3), Beta Carotene (Vit. A), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12). **ALLERGEN STATEMENT: CONTAINS SOY. MAY CONTAIN TRACES OF MILK, PEANUTS, WHEAT, AND TREE NUTS.**
WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.


Nutrition Facts
Serv. Size 1 bar (36g)
Calories 130
Calories from Fat 30
Amount/Serving
%DV**
Total Fat 3.5g
5%
Sat. Fat 1.5g
8%
Trans Fat 0g
Cholesterol 0mg
0%
Sodium 140mg
6%
Potassium 125mg
4%
Total Carb. 23g
8%
Dietary Fiber 3g
12%
Insoluble Fiber 2g
Sugars 11g
Other Carb. 9g
Protein 2g
INGREDIENTS: Organic Oat Blend (Organic Rolled Oats, Organic Oat Flour, Organic Oat Fiber), Organic Tapioca Syrup, Organic Chocolate Chips (Organic Dried Cane Syrup, Organic Unsweetened Chocolate, Organic Cocoa Butter, Organic Soy Lecithin, Organic Vanilla Extract), Organic Cane Syrup, Organic Fig Paste, Organic Cocoa, Organic Soy Butter (Organic Roasted Soybeans, Organic Soybean Oil, Salt), Natural Flavors, Organic Milled Flaxseed, Organic Sunflower Oil, Sea Salt, Baking Soda. VITAMINS & MINERALS: Calcium Carbonate, Dicalcium Phosphate, Ascorbic Acid (Vit. C), Ferric Orthophosphate (Iron), Zinc Oxide, Niacinamide (Vit. B3), Beta Carotene (Vit. A), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12). ALLERGEN STATEMENT: CONTAINS SOY. MAY CONTAIN TRACES OF MILK, PEANUTS, WHEAT, AND TREE NUTS.
WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED


12 Bars
CLIF KID organic Z BAR
NOURISHING KIDS IN MOTION®
8g WHOLE GRAINS
3g FIBER*
12 VITAMINS & MINERALS
USDA ORGANIC
CHOCOLATE BROWNIE
BAKED WHOLE GRAIN ENERGY SNACK
NET WT
15.24 OZ/432g
1.27 OZ/36g per bar
Nutrition Facts
Serv. Size 1 bar (36g)
Serv. Per Container 12
Calories 130
Calories from Fat 30
**Percent Daily Values (DV) are based on a 2,000 calorie diet.
Amount/Serving %DV** Amount/Serving %DV**
Total Fat 3.5g 5% Total Carb. 23g 8%
Sat Fat 1.5g 8% Dietary Fiber 3g 12%
Trans Fat 0g Insoluble Fiber 2g
Cholesterol 0mg 0% Sugars 11g
Sodium 140mg 6% Other Carb 9g
Potassium 125mg 4% Protein 2g
Vit. A 6% • Vit. C 35% • Calcium 20% • Iron 10% • Thiamin (B1) 30% Riboflavin (B2) 15% • Niacin (B3) 20% • Vit. B6 20% • Folate 20% Vit. B12 10% • Phosphorus 2% • Zinc 15%
INGREDIENTS: Organic Oat Blend (Organic Rolled Oats, Organic Oat Flour, Organic Oat Fiber), Organic Tapioca Syrup, Organic Chocolate Chips (Organic Dried Cane Syrup, Organic Unsweetened Chocolate, Organic Cocoa Butter, Organic Soy Lecithin, Organic Vanilla Extract), Organic Cane Syrup, Organic Fig Paste, Organic Cocoa, Organic Soy Butter (Organic Roasted Soybeans, Organic Soybean Oil, Salt), Natural Flavors, Organic Milled Flaxseed, Organic Sunflower Oil, Sea Salt, Baking Soda.
VITAMINS & MINERALS: Calcium Carbonate, Dicalcium Phosphate, Ascorbic Acid (Vit. C), Ferric Orthophosphate (Iron), Zinc Oxide, Niacinamide (Vit. B3), Beta Carotene (Vit. A), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12).
ALLERGEN STATEMENT: CONTAINS SOY. MAY CONTAIN TRACES OF MILK, PEANUTS, WHEAT, AND TREE NUTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.
*Contains 3.5g total fat.
12 Bars
Distributed by Clif Bar & Company, Emeryville, CA 94608 U.S.A.
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CERTIFIED ORGANIC BY OAI
CLIF BAR FAMILY FOUNDATION.ORG
100% Recycled Paperboard
This carton is made from 100% recycled content with a maximum 65% preconsumer content and a minimum 35% post-consumer fiber content. Please recycle.
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In raising our family, finding nutritious on-the-go snacks for our kids wasn't easy. That's why we created CLIF Kid®— wholesome, delicious snacks made with organic ingredients to keep kids going, growing, and exploring.
–Kit & Gary, Parents & Co-owners of Clif Bar & Company
CLIF KID organic ZBAR
NOURISHING KIDS IN MOTION®
THE CLIF KID PACT
MADE WITH ORGANIC INGREDIENTS
VITAMINS AND MINERALS THAT ARE IMPORTANT FOR KIDS
RIGHT PORTION SIZE FOR KIDS
NONE OF THE NO-NO'S (SEE SIDE PANEL)
CLIF Kid Zbar® is an organic baked whole grain snack made with a nutritious blend of carbohydrates, fiber, protein, and fat to help maintain kids' energy... so kids can keep Zipping and Zooming along.
8 Grams of Whole Grains
12 Vitamins and Minerals
3 Grams of Fiber*
For more information, check out clifkid.com
CLIF KID organic ZBAR
NOURISHING KIDS IN MOTION®
8g WHOLE GRAINS
3g FIBER*
12 VITAMINS & MINERALS
WE KEEP IT SIMPLE:
NO HIGH FRUCTOSE CORN SYRUP
NO PARTIALLY HYDROGENATED OILS
NO SYNTHETIC PRESERVATIVES
NO ARTIFICIAL FLAVORS
ZERO GRAMS TRANS FAT
USDA ORGANIC
554865 WS1
13-7184-03
1 2 3
1 2 3 8-15 7


CLIF KID
organic
Z BAR
NOURISHING KIDS IN MOTION™
10g WHOLE GRAINS
3g FIBER*
12 VITAMINS & MINERALS
NET WT 1.27 OZ/36g
CHOCOLATE CHIP
BAKED WHOLE GRAIN ENERGY SNACK
USDA ORGANIC

In raising our family, finding nutritious on-the-go snacks for our kids wasn't easy. That's why we created CLIF Kid® – wholesome, delicious snacks made with organic ingredients to keep kids going, growing, and exploring.

– **Kit & Gary**. Parents and Co-owners of Clif Bar & Company

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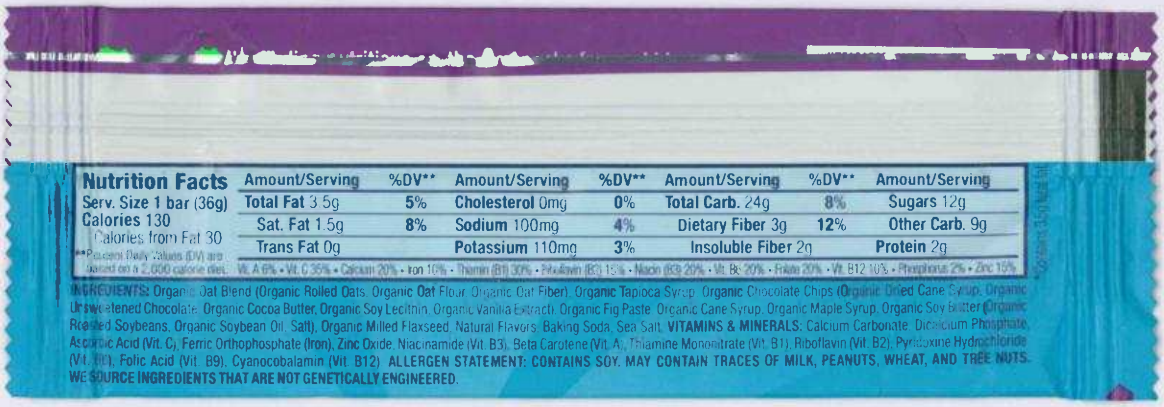
CLIF

Distributed by Clif Bar & Company, Emeryville, CA 94608 U.S.A.

CERTIFIED ORGANIC BY **QAI**

CLIF BAR FAMILY FOUNDATION.ORG

Unsweetened Chocolate, Organic Cocoa Butter, Organic Soy Lecithin, Organic Vanilla Extract). **Organic Fig Paste**, Organic Cane Syrup, Organic **Maple** Syrup, Organic Soy Butter (Organic Roasted Soybeans, Organic Soybean Oil, Salt), Organic Milled Flaxseed, Natural Flavors, Baking Soda, Sea Salt. **VITAMINS & MINERALS: Calcium** Carbonate, Dicalcium Phosphate, Ascorbic Acid (Vit. C), Ferric Orthophosphate (Iron), Zinc Oxide, Niacinamide (Vit. B3), Beta Carotene (Vit. A), Thiamine Mononitrate (Vit. B1), **Riboflavin (Vit.** B2), Pyridoxine Hydrochloride (Vit. B6), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12). **ALLERGEN STATEMENT: CONTAINS SOY. MAY CONTAIN TRACES OF MILK, PEANUTS, WHEAT, AND TREE NUTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.**



Nutrition Facts
Serv. Size 1 bar (36g)
Calories 130
Calories from Fat 30
**Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving
Total Fat 3.5g	5%	**Cholesterol** 0mg	0%	**Total Carb.** 24g	8%	**Sugars** 12g
Sat. Fat 1.5g	8%	**Sodium** 100mg	4%	**Dietary Fiber** 3g	12%	**Other Carb.** 9g
Trans Fat 0g		**Potassium** 110mg	3%	**Insoluble Fiber** 2g		**Protein** 2g

Vit. A 6% • Vit. C 35% • Calcium 20% • Iron 10% • Thiamin (B1) 30% • Riboflavin (B2) 15% • Niacin (B3) 20% • Vit. B6 20% • Folate 20% • Vit. B12 10% • Phosphorus 2% • Zinc 15%

INGREDIENTS: Organic Oat Blend (Organic Rolled Oats, Organic Oat Flour, Organic Oat Fiber), Organic Tapioca Syrup, Organic Chocolate Chips (Organic Dried Cane Syrup, Organic Unsweetened Chocolate, Organic Cocoa Butter, Organic Soy Lecithin, Organic Vanilla Extract), Organic Fig Paste, Organic Cane Syrup, Organic Maple Syrup, Organic Soy butter (Organic Roasted Soybeans, Organic Soybean Oil, Salt), Organic Milled Flaxseed, Natural Flavors, Baking Soda, Sea Salt, **VITAMINS & MINERALS:** Calcium Carbonate, Dicalcium Phosphate, Ascorbic Acid (Vit. C), Ferric Orthophosphate (Iron), Zinc Oxide, Niacinamide (Vit. B3), Beta Carotene (Vit. A), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12) **ALLERGEN STATEMENT: CONTAINS SOY. MAY CONTAIN TRACES OF MILK, PEANUTS, WHEAT, AND TREE NUTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.**


6 Bars
BAKED WHOLE GRAIN ENERGY SNACK
CLIF KID organic Z BAR
CHOCOLATE CHIP
NOURISHING KIDS IN MOTION®
WE KEEP IT SIMPLE:
NO HIGH FRUCTOSE CORN SYRUP
NO PARTIALLY HYDROGENATED OILS
NO SYNTHETIC PRESERVATIVES
NO ARTIFICIAL FLAVORS
ZERO GRAMS TRANS FAT
USDA ORGANIC
10g WHOLE GRAINS
3g FIBER*
12 VITAMINS & MINERALS
NET WT
7.62 OZ/216g
1.27 OZ/36g per bar
CHOCOLATE CHIP
BAKED WHOLE GRAIN ENERGY SNACK
6 Bars
BEST BY 11AUG16 FB 10:06 2
100% Recycled Paperboard
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CERTIFIED ORGANIC BY QAI
CLIF BAR FAMILY FOUNDATION.ORG
Nutrition Facts
Serv. Size 1 bar (36g)
Serv. Per Container 6
Amount/Serving
Calories 130
Calories from Fat 30
% Daily Value**
Total Fat 3.5g 5%
Sat. Fat 1.5g 8%
Trans Fat 0g
Cholesterol 0mg 0%
Sodium 100mg 4%
Potassium 110mg 3%
Total Carb. 24g 8%
Dietary Fiber 3g 12%
Insoluble Fiber 2g
Sugars 12g
Other Carb. 9g
Protein 2g
Vitamin A 6% • Vitamin C 35%
Calcium 20% • Iron 10%
Thiamin (B1) 30% • Riboflavin (B2) 15%
Niacin (B3) 20% • Vitamin B6 20%
Folate 20% • Vitamin B12 10%
Phosphorus 2% • Zinc 15%
**Percent Daily Values (DV) are based on a 2,000 calorie diet.
INGREDIENTS: Organic Oat Blend (Organic Rolled Oats, Organic Oat Flour, Organic Oat Fiber), Organic Tapioca Syrup, Organic Chocolate Chips (Organic Dried Cane Syrup, Organic Unsweetened Chocolate, Organic Cocoa Butter, Organic Soy Lecithin, Organic Vanilla Extract), Organic Fig Paste, Organic Cane Syrup, Organic Maple Syrup, Organic Soy Butter (Organic Roasted Soybeans, Organic Soybean Oil, Salt), Organic Milled Flaxseed, Natural Flavors, Baking Soda, Sea Salt.
VITAMINS & MINERALS: Calcium Carbonate, Dicalcium Phosphate, Ascorbic Acid (Vit. C), Ferric Orthophosphate (Iron), Zinc Oxide, Niacinamide (Vit. B3), Beta Carotene (Vit. A), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12).
ALLERGEN STATEMENT: CONTAINS SOY. MAY CONTAIN TRACES OF MILK, PEANUTS, WHEAT, AND TREE NUTS.
WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.
*Contains 3.5g total fat.


CLIF KID organic ZBAR
In raising our family, finding nutritious on-the-go snacks for our kids wasn't easy. That's why we created CLIF kid®— wholesome, delicious snacks made with organic ingredients to keep kids going, growing, and exploring.
– Kit & Gary, Parents & Co-owners of Clif Bar & Company
NOURISHING KIDS IN MOTION®
The CLIF KID PACT
★ MADE WITH ORGANIC INGREDIENTS
★ VITAMINS AND MINERALS THAT ARE IMPORTANT FOR KIDS
★ RIGHT PORTION SIZE FOR KIDS
★ NONE OF THE NO-NO'S (SEE SIDE PANEL)
CLIF Kid Zbar® is an organic baked whole grain snack made with a nutritious blend of carbohydrates, fiber, protein, and fat to help maintain kids' energy... so kids can keep Zipping and Zooming along.
★ 10 Grams of Whole Grains
★ 12 Vitamins and Minerals
★ 3 Grams of Fiber*
For more information, check out clifkid.com
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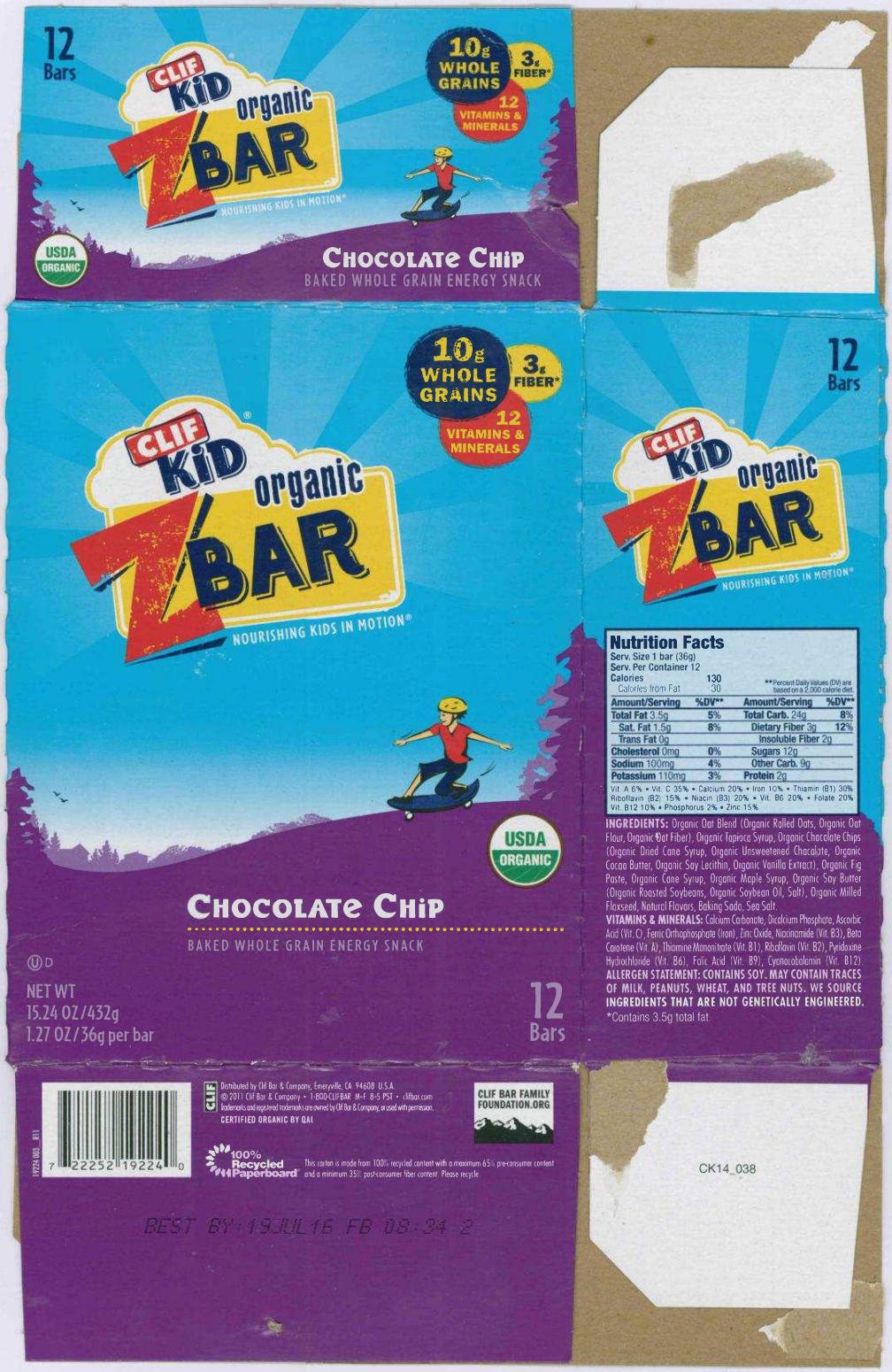
12 Bars
CLIF KID organic Z BAR
NOURISHING KIDS IN MOTION®
10g WHOLE GRAINS
3g FIBER*
12 VITAMINS & MINERALS
USDA ORGANIC
CHOCOLATE CHIP
BAKED WHOLE GRAIN ENERGY SNACK
NET WT
15.24 OZ/432g
1.27 OZ/36g per bar
12 Bars
Nutrition Facts
Serv. Size 1 bar (36g)
Serv. Per Container 12
Calories 130
Calories from Fat 30
**Percent Daily Values (DV) are based on a 2,000 calorie diet.
Amount/Serving %DV** Amount/Serving %DV**
Total Fat 3.5g 5% Total Carb. 24g 8%
Sat. Fat 1.5g 8% Dietary Fiber 3g 12%
Trans Fat 0g Insoluble Fiber 2g
Cholesterol 0mg 0% Sugars 12g
Sodium 100mg 4% Other Carb. 9g
Potassium 110mg 3% Protein 2g
Vit. A 6% • Vit. C 35% • Calcium 20% • Iron 10% • Thiamin (B1) 30% Riboflavin (B2) 15% • Niacin (B3) 20% • Vit. B6 20% • Folate 20% Vit. B12 10% • Phosphorus 2% • Zinc 15%
INGREDIENTS: Organic Oat Blend (Organic Rolled Oats, Organic Oat Flour, Organic Oat Fiber), Organic Tapioca Syrup, Organic Chocolate Chips (Organic Dried Cane Syrup, Organic Unsweetened Chocolate, Organic Cocoa Butter, Organic Soy Lecithin, Organic Vanilla Extract), Organic Fig Paste, Organic Cane Syrup, Organic Maple Syrup, Organic Soy Butter (Organic Roasted Soybeans, Organic Soybean Oil, Salt), Organic Milled Flaxseed, Natural Flavors, Baking Soda, Sea Salt.
VITAMINS & MINERALS: Calcium Carbonate, Dicalcium Phosphate, Ascorbic Acid (Vit. C), Ferric Orthophosphate (Iron), Zinc Oxide, Niacinamide (Vit. B3), Beta Carotene (Vit. A), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12).
ALLERGEN STATEMENT: CONTAINS SOY. MAY CONTAIN TRACES OF MILK, PEANUTS, WHEAT, AND TREE NUTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.
*Contains 3.5g total fat
Distributed by CLIF Bar & Company, Emeryville, CA 94608 U.S.A.
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CERTIFIED ORGANIC BY QAI
CLIF BAR FAMILY FOUNDATION.ORG
100% Recycled Paperboard
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CK14_038

In raising our family, finding nutritious on-the-go snacks for our kids wasn't easy. That's why we created CLIF Kid®— wholesome, delicious snacks made with organic ingredients to keep kids going, growing, and exploring.

– Kit & Gary, Parents & Co-owners of Clif Bar & Company

CLIF KID organic ZBAR

NOURISHING KIDS IN MOTION®

THE CLIF KID PACT

- MADE WITH ORGANIC INGREDIENTS
- VITAMINS AND MINERALS THAT ARE IMPORTANT FOR KIDS
- RIGHT PORTION SIZE FOR KIDS
- NONE OF THE NO-NO'S (SEE SIDE PANEL)

CLIF Kid Zbar® is an organic baked whole grain snack made with a nutritious blend of carbohydrates, fiber, protein, and fat to help maintain kids' energy... so kids can keep Zipping and Zooming along.

- 10 Grams of Whole Grains
- 12 Vitamins and Minerals
- 3 Grams of Fiber*

For more information, check out clifkid.com

CLIF KID organic ZBAR

NOURISHING KIDS IN MOTION®

10g WHOLE GRAINS

3g FIBER*

12 VITAMINS & MINERALS

WE KEEP IT SIMPLE:

- NO HIGH FRUCTOSE CORN SYRUP
- NO PARTIALLY HYDROGENATED OILS
- NO SYNTHETIC PRESERVATIVES
- NO ARTIFICIAL FLAVORS
- ZERO GRAMS TRANS FAT

USDA ORGANIC

554575 WS3
13-7935-03
1 2 3
1 2 3 7-15 4

Nutrition Facts
Serv. Size 1 bar (36g)
Calories 140
Calories from Fat 35
**Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving
Total Fat 4g	6%	Cholesterol 0mg	0%	Total Carb. 24g	8%	Sugars 12g
Sat. Fat 1.5g	8%	Sodium 90mg	4%	Dietary Fiber 3g	12%	Other Carb. 9g
Trans Fat 0g		Potassium 80mg	2%	Insoluble Fiber 2g		Protein 2g

Vit. A 6% • Vit. C 35% • Calcium 20% • Iron 10% • Thiamin (B1) 30% • Riboflavin (B2) 15% • Niacin (B3) 20% • Vit. B6 20% • Folate 20% • Vit. B12 10% • Phosphorus 2% • Zinc 15%

*Contains 4g total fat.

INGREDIENTS: Organic Oat Blend (Organic Rolled Oats, Organic Oat Flour, Organic Oat Fiber), Organic Tapioca Syrup, Organic White Chunks (Organic Dried Cane Syrup, Organic Cocoa Butter, Organic Soy Lecithin, Organic Vanilla Extract), Organic Cane Syrup, Organic Fig Paste, Organic Soy Butter (Organic Roasted Soybeans, Organic Soybean Oil, Salt), Organic Milled Flaxseed, Organic Sunflower Oil, Natural Flavors, Baking Soda, Sea Salt. **VITAMINS & MINERALS:** Calcium Carbonate, Dicalcium Phosphate, Ascorbic Acid (Vit. C), Ferric Orthophosphate (Iron), Zinc Oxide, Niacinamide (Vit. B3), Beta Carotene (Vit. A), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12). **ALLERGEN STATEMENT: CONTAINS SOY. MAY CONTAIN TRACES OF MILK, PEANUTS, WHEAT, AND TREE NUTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.**


6 Bars
BAKED WHOLE GRAIN ENERGY SNACK
CLIF KID organic ZBAR
Iced Lemon Cookie
WITH OTHER NATURAL FLAVORS
NOURISHING KIDS IN MOTION®
WE KEEP IT SIMPLE:
NO HIGH FRUCTOSE CORN SYRUP
NO PARTIALLY HYDROGENATED OILS
NO SYNTHETIC PRESERVATIVES
NO ARTIFICIAL FLAVORS
ZERO GRAMS TRANS FAT
USDA ORGANIC
9g WHOLE GRAINS
3g FIBER*
12 VITAMINS & MINERALS
NET WT
7.62 OZ/216g
1.27 OZ/36g per bar
Iced Lemon Cookie WITH OTHER NATURAL FLAVORS
BAKED WHOLE GRAIN ENERGY SNACK
6 Bars
100% Recycled Paperboard
This carton is made from 100% recycled content with a maximum 65% pre-consumer content and a minimum 35% post-consumer fiber content. Please recycle.
CLIF BAR FAMILY FOUNDATION.ORG
CERTIFIED ORGANIC BY QAI
Nutrition Facts
Serv. Size 1 bar (36g)
Serv. Per Container 6
Amount/Serving
Calories 140
Calories from Fat 35
% Daily Value**
Total Fat 4g 6%
Sat. Fat 1.5g 8%
Trans Fat 0g
Cholesterol 0mg 0%
Sodium 90mg 4%
Potassium 80mg 2%
Total Carb. 24g 8%
Dietary Fiber 3g 12%
Insoluble Fiber 2g
Sugars 12g
Other Carb 9g
Protein 2g
Vitamin A 6% • Vitamin C 35%
Calcium 20% • Iron 10%
Thiamin (B1) 30% • Riboflavin (B2) 15%
Niacin (B3) 20% • Vitamin B6 20%
Folate 20% • Vitamin B12 10%
Phosphorus 2% • Zinc 15%
INGREDIENTS: Organic Oat Blend (Organic Rolled Oats, Organic Oat Flour, Organic Oat Fiber), Organic Tapioca Syrup, Organic White Chunks (Organic Dried Cane Syrup, Organic Cocoa Butter, Organic Soy Lecithin, Organic Vanilla Extract), Organic Cane Syrup, Organic Fig Paste, Organic Soy Butter (Organic Roasted Soybeans, Organic Soybean Oil, Salt), Organic Milled Flaxseed, Organic Sunflower Oil, Natural Flavors, Baking Soda, Sea Salt
VITAMINS & MINERALS: Calcium Carbonate, Dicalcium Phosphate, Ascorbic Acid (Vit. C), Ferric Orthophosphate (Iron), Zinc Oxide, Niacinamide (Vit. B3), Beta Carotene (Vit. A), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12).
ALLERGEN STATEMENT CONTAINS SOY. MAY CONTAIN TRACES OF MILK, PEANUTS, WHEAT, AND TREE NUTS.
WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.
*Contains 4g total fat.

CK14_038

CLIF KID organic ZBAR

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– Kit & Gary, Parents & Co-owners of Clif Bar & Company

NOURISHING KIDS IN MOTION®

THE CLIF KID PACT

- MADE WITH ORGANIC INGREDIENTS
- VITAMINS AND MINERALS THAT ARE IMPORTANT FOR KIDS
- RIGHT PORTION SIZE FOR KIDS
- NONE OF THE NO-NO'S (SEE SIDE PANEL)

CLIF Kid Zbar® is an organic baked whole grain snack made with a nutritious blend of carbohydrates, fiber, protein, and fat to help maintain kids' energy... so kids can keep Zipping and Zooming along.

- 9 Grams of Whole Grains
- 12 Vitamins and Minerals
- 3 Grams of Fiber*

For more information, check out clifkid.com

Nutrition Facts
Serv. Size 1 bar (36g)
Calories 140
Calories from Fat 35
**Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving
Total Fat 4g	6%	Cholesterol 0mg	0%	Total Carb. 24g	8%	Sugars 12g
Sat. Fat 1g	5%	Sodium 115mg	5%	Dietary Fiber 3g	12%	Other Carb. 9g
Trans Fat 0g		Potassium 95mg	3%	Insoluble Fiber 2g		Protein 2g

Vit. A 6% • Vit. C 35% • Calcium 20% • Iron 10% • Thiamin (B1) 30% • Riboflavin (B2) 15% • Niacin (B3) 20% • Vit. B6 20% • Folate 20% • Vit. B12 10% • Phosphorus 2% • Zinc 15%

*Contains 4g total fat

INGREDIENTS: Organic Oat Blend (Organic Rolled Oats, Organic Oat Flour, Organic Oat Fiber), Organic Tapioca Syrup, Organic Cane Syrup, Organic Fig Paste, Organic Soy White Chocolate (Organic Dried Cane Syrup, Organic Cocoa Butter, Organic Soy Flour, Organic Soy Lecithin, Organic Vanilla Extract), Organic Soy Butter (Organic Roasted Soybeans, Organic Soybean Oil, Salt), Organic White Coating (Organic Dried Cane Syrup, Organic Cocoa Butter, Organic Soy Lecithin, Organic Vanilla Extract), Organic Milled Flaxseed, Organic Sunflower Oil, Natural Flavors, Baking Soda, Sea Salt, Organic Cinnamon. **VITAMINS & MINERALS:** Calcium Carbonate, Dicalcium Phosphate, Ascorbic Acid (Vit. C), Ferric Orthophosphate (Iron), Zinc Oxide, Niacinamide (Vit. B3), Beta Carotene (Vit. A), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12).
ALLERGEN STATEMENT: CONTAINS SOY. MAY CONTAIN TRACES OF MILK, PEANUTS, WHEAT, AND TREE NUTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.

12 Bars

CLIF KID organic Z BAR

NOURISHING KIDS IN MOTION®

9g WHOLE GRAINS

3g FIBER*

12 VITAMINS & MINERALS

USDA ORGANIC

Iced Oatmeal Cookie

BAKED WHOLE GRAIN ENERGY SNACK

9g WHOLE GRAINS

3g FIBER*

12 VITAMINS & MINERALS

CLIF KID organic Z BAR

NOURISHING KIDS IN MOTION®

USDA ORGANIC

Iced Oatmeal Cookie

BAKED WHOLE GRAIN ENERGY SNACK

UD

NET WT
15.24 OZ/432g
1.27 OZ/36g per bar

12 Bars

12 Bars

CLIF KID organic Z BAR

NOURISHING KIDS IN MOTION®

Nutrition Facts

Serv. Size 1 bar (36g)
Serv. Per Container 12

Calories	140
Calories from Fat	35

**Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV**	Amount/Serving	%DV**
Total Fat 4g	6%	Total Carb. 24g	8%
Sat. Fat 1g	5%	Dietary Fiber 3g	12%
Trans Fat 0g		Insoluble Fiber 2g	
Cholesterol 0mg	0%	Sugars 12g	
Sodium 115mg	5%	Other Carb. 9g	
Potassium 95mg	3%	Protein 2g	

Vit. A 6% • Vit. C 35% • Calcium 20% • Iron 10% • Thiamin (B1) 30% Riboflavin (B2) 15% • Niacin (B3) 20% • Vit. B6 20% • Folate 20% Vit. B12 10% • Phosphorus 2% • Zinc 15%

INGREDIENTS: Organic Oat Blend (Organic Rolled Oats, Organic Oat Flour, Organic Oat Fiber), Organic Tapioca Syrup, Organic Cane Syrup, Organic Fig Paste, Organic Soy White Chocolate (Organic Dried Cane Syrup, Organic Cocoa Butter, Organic Soy Flour, Organic Soy Lecithin, Organic Vanilla Extract), Organic Soy Butter (Organic Roasted Soybeans, Organic Soybean Oil, Salt) Organic White Coating (Organic Dried Cane Syrup, Organic Cocoa Butter, Organic Soy Lecithin, Organic Vanilla Extract), Organic Milled Flaxseed, Organic Sunflower Oil, Natural Flavors, Baking Soda, Sea Salt, Organic Cinnamon.
VITAMINS & MINERALS: Calcium Carbonate, Dicalcium Phosphate, Ascorbic Acid (Vit. C), Ferric Orthophosphate (Iron), Zinc Oxide, Niacinamide (Vit. B3), Beta Carotene (Vit. A), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12).
ALLERGEN STATEMENT: CONTAINS SOY. MAY CONTAIN TRACES OF MILK, PEANUTS, WHEAT, AND TREE NUTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.
*Contains 4g total fat.

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CERTIFIED ORGANIC BY QAI

CLIF BAR FAMILY FOUNDATION.ORG

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CK14_038

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In raising our family, finding nutritious on-the-go snacks for our kids wasn't easy. That's why we created CLIF Kid® – wholesome, delicious snacks made with organic ingredients to keep kids going, growing, and exploring.

– Kit & Gary, Parents & Co-owners of Clif Bar & Company

CLIF KID organic ZBAR

NOURISHING KIDS IN MOTION®

THE CLIF KID PACT

- MADE WITH ORGANIC INGREDIENTS
- VITAMINS AND MINERALS THAT ARE IMPORTANT FOR KIDS
- RIGHT PORTION SIZE FOR KIDS
- NONE OF THE NO-NO'S (SEE SIDE PANEL)

CLIF Kid Zbar® is an organic baked whole grain snack made with a nutritious blend of carbohydrates, fiber, protein, and fat to help maintain kids' energy... so kids can keep Zipping and Zooming along.

- 9 Grams of Whole Grains
- 12 Vitamins and Minerals
- 3 Grams of Fiber*

For more information, check out clifkid.com

CLIF KID organic ZBAR

NOURISHING KIDS IN MOTION®

9g WHOLE GRAINS

3g FIBER*

12 VITAMINS & MINERALS

WE KEEP IT SIMPLE:

- NO HIGH FRUCTOSE CORN SYRUP
- NO PARTIALLY HYDROGENATED OILS
- NO SYNTHETIC PRESERVATIVES
- NO ARTIFICIAL FLAVORS
- ZERO GRAMS TRANS FAT

USDA ORGANIC

555049 WS1
13-7913-02
1 2 3
1 2 3 8-15 6


ALLERGEN STATEMENT: CONTAINS SOY. MAY CONTAIN TRACES OF MILK, PEANUTS, WHEAT, AND TREE NUTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.
CLIF KID
organic
ZBAR
NOURISHING KIDS IN MOTION™
10g WHOLE GRAINS
3g FIBER*
12 VITAMINS & MINERALS
NET WT 1.27 OZ/36g
S'MORES
BAKED WHOLE GRAIN ENERGY SNACK
USDA ORGANIC

In raising our family, finding nutritious on-the-go snacks for our kids wasn't easy. That's why we created CLIF Kid® – wholesome, delicious snacks made with organic ingredients to keep kids going, growing, and exploring.

– **Kit & Gary**, Parents and Co-owners of Clif Bar & Company

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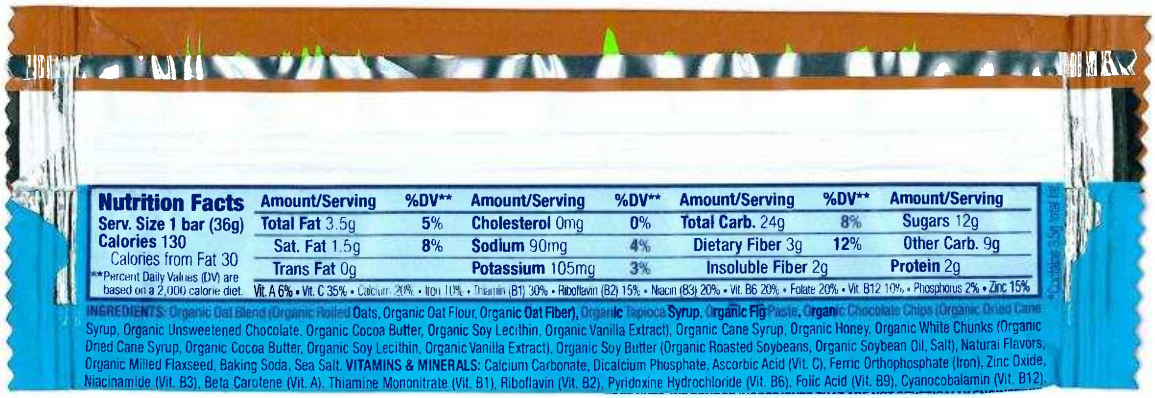
CERTIFIED ORGANIC BY QAI

CLIF BAR FAMILY FOUNDATION.ORG

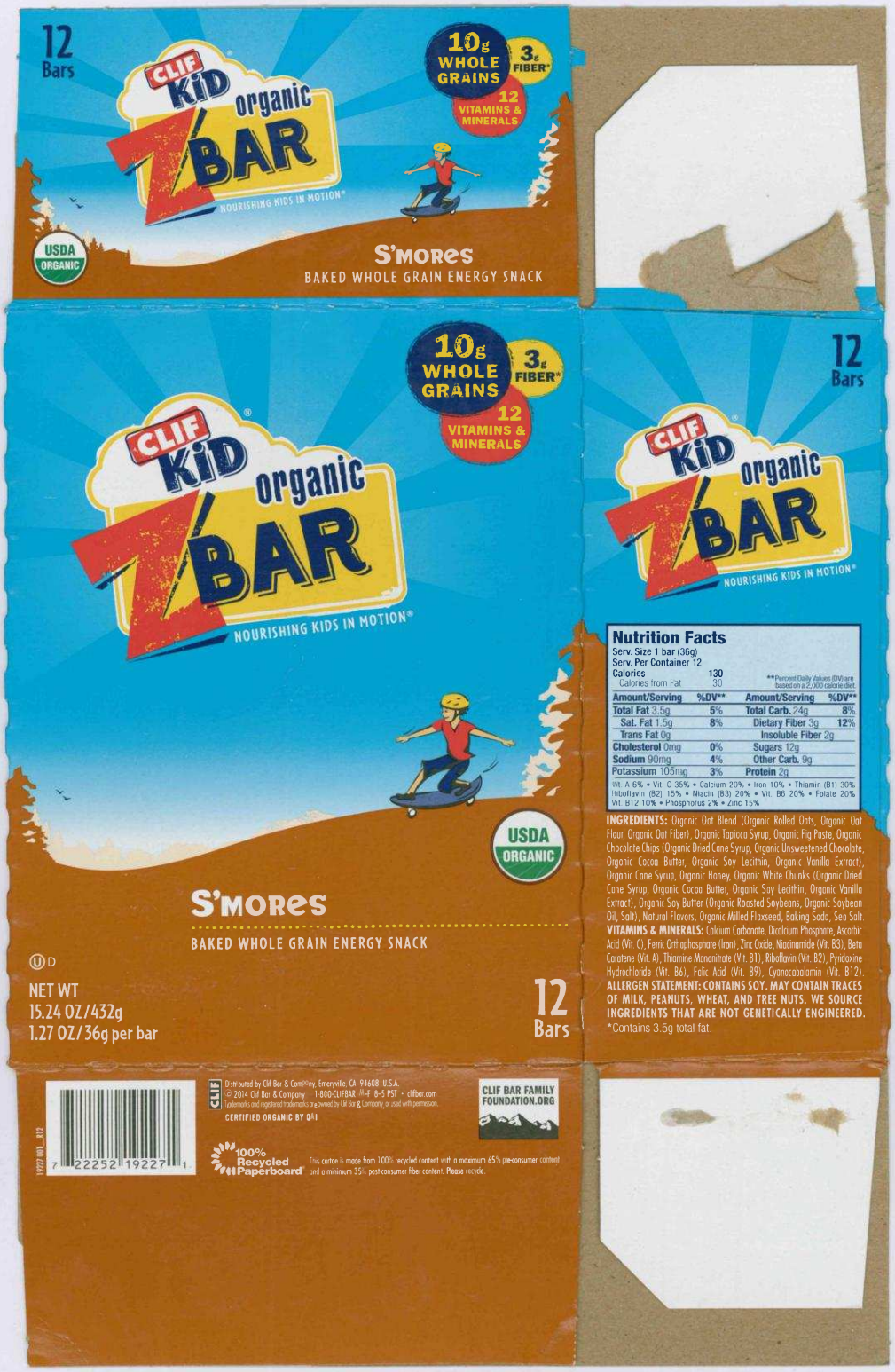
Syrup, Organic Unsweetened Chocolate, Organic Cocoa Butter, Organic Soy Lecithin, Organic Vanilla Extract), Organic Cane Syrup, Organic Honey, Organic White Crisps (Organic Dried Cane Syrup, Organic Cocoa Butter, Organic Soy Lecithin, Organic Vanilla Extract), Organic Soy Butter (Organic Roasted Soybeans, Organic Soybean Oil, Salt), Natural Flavors, Organic Milled Flaxseed, Baking Soda, Sea Salt. **VITAMINS & MINERALS:** Calcium Carbonate, Dicalcium Phosphate, Ascorbic Acid (Vit. C), Ferric Orthophosphate (Iron), Zinc Oxide, Niacinamide (Vit. B3), Beta Carotene (Vit. A), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12),



Nutrition Facts	Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving
Serv. Size 1 bar (36g)	Total Fat 3.5g	5%	Cholesterol 0mg	0%	Total Carb. 24g	8%	Sugars 12g
Calories 130	Sat. Fat 1.5g	8%	Sodium 90mg	4%	Dietary Fiber 3g	12%	Other Carb. 9g
Calories from Fat 30	Trans Fat 0g		Potassium 105mg	3%	Insoluble Fiber 2g		Protein 2g

**Percent Daily Values (DV) are based on a 2,000 calorie diet. Vit. A 6% • Vit. C 35% • Calcium 20% • Iron 10% • Thiamin (B1) 30% • Riboflavin (B2) 15% • Niacin (B3) 20% • Vit. B6 20% • Folate 20% • Vit. B12 10% • Phosphorus 2% • Zinc 15%

INGREDIENTS: Organic Oat Blend (Organic Rolled Oats, Organic Oat Flour, Organic Oat Fiber), Organic Tapioca Syrup, Organic Fig Paste, Organic Chocolate Chips (Organic Dried Cane Syrup, Organic Unsweetened Chocolate, Organic Cocoa Butter, Organic Soy Lecithin, Organic Vanilla Extract), Organic Cane Syrup, Organic Honey, Organic White Chunks (Organic Dried Cane Syrup, Organic Cocoa Butter, Organic Soy Lecithin, Organic Vanilla Extract), Organic Soy Butter (Organic Roasted Soybeans, Organic Soybean Oil, Salt), Natural Flavors, Organic Milled Flaxseed, Baking Soda, Sea Salt. **VITAMINS & MINERALS:** Calcium Carbonate, Dicalcium Phosphate, Ascorbic Acid (Vit. C), Ferric Orthophosphate (Iron), Zinc Oxide, Niacinamide (Vit. B3), Beta Carotene (Vit. A), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12),


12 Bars
CLIF KID organic Z BAR
NOURISHING KIDS IN MOTION®
10g WHOLE GRAINS
3g FIBER*
12 VITAMINS & MINERALS
USDA ORGANIC
S'MORES
BAKED WHOLE GRAIN ENERGY SNACK
NET WT
15.24 OZ/432g
1.27 OZ/36g per bar
12 Bars
Nutrition Facts
Serv. Size 1 bar (36g)
Serv. Per Container 12
Calories 130
Calories from Fat 30
**Percent Daily Values (DV) are based on a 2,000 calorie diet
Amount/Serving %DV** Amount/Serving %DV**
Total Fat 3.5g 5% Total Carb. 24g 8%
Sat. Fat 1.5g 8% Dietary Fiber 3g 12%
Trans Fat 0g Insoluble Fiber 2g
Cholesterol 0mg 0% Sugars 12g
Sodium 90mg 4% Other Carb. 9g
Potassium 105mg 3% Protein 2g
Vit. A 6% • Vit. C 35% • Calcium 20% • Iron 10% • Thiamin (B1) 30% Riboflavin (B2) 15% • Niacin (B3) 20% • Vit. B6 20% • Folate 20% Vit. B12 10% • Phosphorus 2% • Zinc 15%
INGREDIENTS: Organic Oat Blend (Organic Rolled Oats, Organic Oat Flour, Organic Oat Fiber), Organic Tapioca Syrup, Organic Fig Paste, Organic Chocolate Chips (Organic Dried Cane Syrup, Organic Unsweetened Chocolate, Organic Cocoa Butter, Organic Soy Lecithin, Organic Vanilla Extract), Organic Cane Syrup, Organic Honey, Organic White Chunks (Organic Dried Cane Syrup, Organic Cocoa Butter, Organic Soy Lecithin, Organic Vanilla Extract), Organic Soy Butter (Organic Roasted Soybeans, Organic Soybean Oil, Salt), Natural Flavors, Organic Milled Flaxseed, Baking Soda, Sea Salt.
VITAMINS & MINERALS: Calcium Carbonate, Dicalcium Phosphate, Ascorbic Acid (Vit. C), Ferric Orthophosphate (Iron), Zinc Oxide, Niacinamide (Vit. B3), Beta Carotene (Vit. A), Thiamine Mononitrate (Vit. B1), Riboflavin (Vit. B2), Pyridoxine Hydrochloride (Vit. B6), Folic Acid (Vit. B9), Cyanocobalamin (Vit. B12).
ALLERGEN STATEMENT: CONTAINS SOY. MAY CONTAIN TRACES OF MILK, PEANUTS, WHEAT, AND TREE NUTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.
*Contains 3.5g total fat
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CLIF BAR FAMILY FOUNDATION.ORG
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CK14-964
In raising our family, finding nutritious on-the-go snacks for our kids wasn't easy. That's why we created CLIF Kid®— wholesome, delicious snacks made with organic ingredients to keep kids going, growing, and exploring.
–Kit & Gary, Parents & Co-owners of Clif Bar & Company
CLIF KID organic ZBAR
NOURISHING KIDS IN MOTION®
THE CLIF KID PACT
MADE WITH ORGANIC INGREDIENTS
VITAMINS AND MINERALS THAT ARE IMPORTANT FOR KIDS
RIGHT PORTION SIZE FOR KIDS
NONE OF THE NO-NO'S (SEE SIDE PANEL)
CLIF Kid Zbar® is an organic baked whole grain snack made with a nutritious blend of carbohydrates, fiber, protein, and fat to help maintain kids' energy...so kids can keep Zipping and Zooming along.
10 Grams of Whole Grains
12 Vitamins and Minerals
3 Grams of Fiber*
For more information, check out clifkid.com
BEST BY 23OCT16G104 39F
CLIF KID organic ZBAR
NOURISHING KIDS IN MOTION®
10g WHOLE GRAINS
3g FIBER*
12 VITAMINS & MINERALS
WE KEEP IT SIMPLE:
NO HIGH FRUCTOSE CORN SYRUP
NO PARTIALLY HYDROGENATED OILS
NO SYNTHETIC PRESERVATIVES
NO ARTIFICIAL FLAVORS
ZERO GRAMS TRANS FAT
USDA ORGANIC
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23-0857-01
1 2 3
1 2 3 4-15 8

EXHIBIT D

1. **CLIF Kid Chocolate Chip Protein ZBar**

    1. Healthy Statements (emphasis added)

        a. "In raising our family, finding ***nutritious*** on-the-go snacks for our kids wasn't easy. That's why we created CLIF Kid—***wholesome***, delicious snacks made with organic whole grains ***to keep kids*** going, ***growing***, and exploring."

    2. Nutrient Content Statements

        a. "5g Protein"

        b. "3g Fiber"

    3. Violations of FDA Regulations

        a. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 1.11 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

2. **CLIF Kid Chocolate Mint Protein ZBar**

    1. Healthy Statements (emphasis added)

        a. "In raising our family, finding ***nutritious*** on-the-go snacks for our kids wasn't easy. That's why we created CLIF Kid—***wholesome***, delicious snacks made with organic whole grains ***to keep kids*** going, ***growing***, and exploring."

    2. Nutrient Content Statements

        a. "5g Protein"

        b. "3g Fiber"

    3. Violations of FDA Regulations

        a. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 1.11 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

3. **CLIF Kid Peanut Butter Chocolate Protein ZBar**

1. Healthy Statements (emphasis added)

   a. "In raising our family, finding ***nutritious*** on-the-go snacks for our kids wasn't easy. That's why we created CLIF Kid—***wholesome***, delicious snacks made with organic whole grains ***to keep kids*** going, ***growing***, and exploring."

2. Nutrient Content Statements

   a. "5g Protein"

   b. "3g Fiber"

3. Violations of FDA Regulations

   a. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 4.44 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

   b. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 1.67 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

Nutrition Facts
Serv. Size 1 bar (36g)
Calories 130
Calories from Fat 20
*Percent Daily Values (DV) are based on a 2,000 calorie diet

Amount/Serving	%DV*	Amount/Serving	%DV*	Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 2.5g	4%	**Cholesterol** 5mg	2%	**Total Carb.** 23g	8%	Sugars 9g	
Sat. Fat 1g	5%	**Sodium** 95mg	4%	Dietary Fiber 3g	12%	Other Carb. 11g	
Trans Fat 0g		**Potassium** 85mg	2%	Insoluble Fiber 1g		**Protein** 5g	10%

Vitamin A 0% • Vitamin C 0% • Calcium 20% • Iron 10% • Vitamin D 10% • Zinc 10%

INGREDIENTS: Crisp Blend (Organic Brown Rice Crisps [Organic Brown Rice Flour, Organic Dried Cane Syrup, Organic Malt Extract, Salt], Dairy Crisps [Whey Protein Concentrate, Rice Flour]), Organic Tapioca Syrup. Chocolate Flavored Coating (Organic Dried Cane Syrup, Organic Cocoa, Palm Kernel Oil, Organic Palm Kernel Solids, Organic Soy Lecithin, Organic Vanilla Extract), Organic Toasted Oats (Organic Rolled Oats, Organic Dried Cane Syrup, Ascorbic Acid, Vitamin E (Antioxidant)), Organic Cane Syrup, Inulin (Chicory Extract), Organic Oat Flour, Whey Protein Isolate, Organic Oat Fiber, Vegetable Glycerin, Pea Protein, Organic Chocolate Chips (Organic Dried Cane Syrup, Organic Unsweetened Chocolate, Organic Cocoa Butter, Organic Soy Lecithin, Natural Flavors), Organic Sunflower Oil, Natural Flavors, Organic Cocoa, Sea Salt, Organic Alkalized Cocoa. **VITAMINS & MINERALS:** Calcium Carbonate, Ferric Orthophosphate (Iron), Zinc Citrate, Ergocalciferol (Vit D2).
ALLERGEN STATEMENT CONTAINS SOY AND MILK. MAY CONTAIN TRACES OF WHEAT. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED

CLIF KID ZBAR PROTEIN
NOURISHING KIDS IN MOTION®

5g PROTEIN 3g FIBER
MADE WITH ORGANIC WHOLE GRAINS

NET WT 1.27 OZ/36g

CHOCOLATE CHIP
WHOLE GRAIN PROTEIN SNACK

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– **Kit & Gary**, Parents and Co-owners of Clif Bar & Company

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5 Bars

WHOLE GRAIN PROTEIN SNACK

CLIF KID Z BAR PROTEIN

CHOCOLATE CHIP

CLIF KID Z BAR PROTEIN

NOURISHING KIDS IN MOTION®

5g PROTEIN

3g FIBER

MADE WITH ORGANIC WHOLE GRAINS

Nutrition Facts

Serv. Size 1 bar (36g)
Serv. Per Container 5

Amount/Serving	
Calories	130
Calories from Fat	20
	% Daily Value*
Total Fat 2.5g	4%
Sat. Fat 1g	5%
Trans Fat 0g	
Cholesterol 5mg	2%
Sodium 95mg	4%
Potassium 85mg	2%
Total Carb. 23g	8%
Dietary Fiber 3g	12%
Insoluble Fiber 1g	
Sugars 9g	
Other Carb. 11g	
Protein 5g	10%

Vitamin A 0% • Vitamin C 0%
Calcium 20% • Iron 10%
Vitamin D 10% • Zinc 10%

*Percent Daily Values (DV) are based on a 2,000 calorie diet.

INGREDIENTS: Crisp Blend (Organic Brown Rice Crisps [Organic Brown Rice Flour, Organic Dried Cane Syrup, Organic Malt Extract, Salt], Dairy Crisps [Whey Protein Concentrate, Rice Flour]), Organic Tapioca Syrup, Chocolate Flavored Coating (Organic Dried Cane Syrup, Organic Cocoa, Palm Kernel Oil, Organic Palm Kernel Solids, Organic Soy Lecithin, Organic Vanilla Extract), Organic Toasted Oats (Organic Rolled Oats, Organic Dried Cane Syrup, Ascorbic Acid, Vitamin E [Antioxidant]), Organic Cane Syrup, Inulin (Chicory Extract), Organic Oat Flour, Whey Protein Isolate, Organic Oat Fiber, Vegetable Glycerin, Pea Protein, Organic Chocolate Chips (Organic Dried Cane Syrup, Organic Unsweetened Chocolate, Organic Cocoa Butter, Organic Soy Lecithin, Natural Flavors), Organic Sunflower Oil, Natural Flavors, Organic Cocoa, Sea Salt, Organic Alkalized Cocoa.
VITAMINS & MINERALS: Calcium Carbonate, Ferric Orthophosphate (Iron), Zinc Citrate, Ergocalciferol (Vit. D2).
ALLERGEN STATEMENT: CONTAINS SOY AND MILK. MAY CONTAIN TRACES OF WHEAT. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.

CLIF KID Z BAR PROTEIN

NOURISHING KIDS IN MOTION®

WE KEEP IT SIMPLE:

- NO HIGH FRUCTOSE CORN SYRUP
- NO PARTIALLY HYDROGENATED OILS
- NO SYNTHETIC PRESERVATIVES
- NO ARTIFICIAL FLAVORS
- ZERO GRAMS TRANS FAT

UD

NET WT
6.35 OZ/180g
1.27 OZ/36g per bar

CHOCOLATE CHIP

WHOLE GRAIN PROTEIN SNACK

5 Bars

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BEST BY
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CLIF KID
ZBAR PROTEIN
In raising our family, finding nutritious on-the-go snacks for our kids wasn't easy. That's why we created CLIF kid®– wholesome, delicious snacks made with organic whole grains to keep kids going, growing, and exploring.
– Kit & Gary, Parents & Co-owners of Clif Bar & Company
NOURISHING KIDS IN MOTION®
THE CLIF KID PACT
★ MADE WITH ORGANIC WHOLE GRAINS
★ VITAMINS AND MINERALS THAT ARE IMPORTANT FOR KIDS
★ RIGHT PORTION SIZE FOR KIDS
★ NONE OF THE NO-NO'S (SEE SIDE PANEL)
CLIF Kid Zbar® Protein is a delicious whole grain protein snack made with nutritious building blocks for kids' growing bodies... so kids can keep Zipping and Zooming along.
5g of Protein
8g of Whole Grains
3g of Fiber
Excellent Source of Calcium
Good Source of Vitamin D, Iron, and Zinc
For more information, check out clifkid.com
KLIKLOK®
BOX ANDIOR MACHINE
PATENTED IN THE U.S.A.,
CANADA AND OTHER
COUNTRIES
CK14_916
554679 WS1
23-0300-02
123 123 10-15 1

CLIF KID ZBAR PROTEIN

NOURISHING KIDS IN MOTION

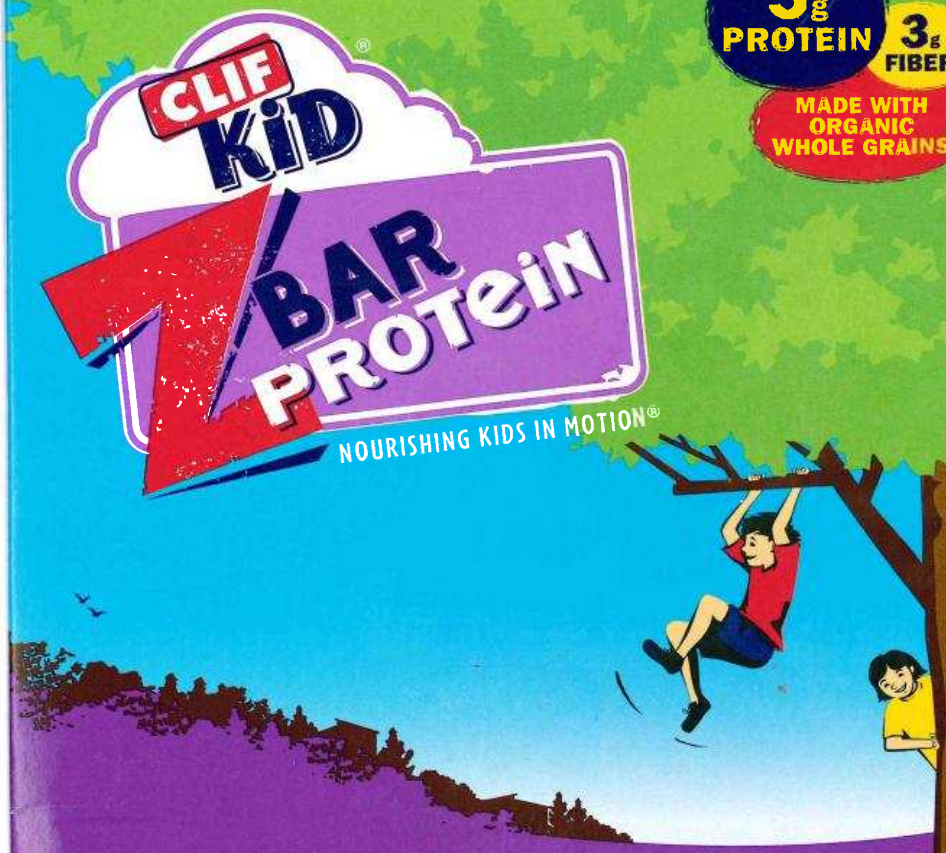
10 Bars

CHOCOLATE CHIP

WHOLE GRAIN PROTEIN SNACK

5g PROTEIN 3g FIBER

MADE WITH ORGANIC WHOLE GRAINS



CHOCOLATE CHIP

WHOLE GRAIN PROTEIN SNACK

NET WT
12.70 OZ/360g
1.27 OZ/36g per bar

10 Bars

CLIF KID ZBAR PROTEIN

Nutrition Facts
Serv. Size 1 bar (36g)
Serv. Per Container 10

Amount/Serving	
Calories	130
Calories from Fat	20
	% Daily Value*
Total Fat 2.5g	4%
Sat. Fat 1g	5%
Trans Fat 0g	
Cholesterol 5mg	2%
Sodium 95mg	4%
Potassium 85mg	2%
Total Carb. 23g	8%
Dietary Fiber 3g	12%
Insoluble Fiber 1g	
Sugars 9g	
Other Carb. 11g	
Protein 5g	10%

Vitamin A 0% • Vitamin C 0%
Calcium 20% • Iron 10%
Vitamin D 10% • Zinc 10%

*Percent Daily Values (DV) are based on a 2,000 calorie diet

INGREDIENTS: Crisp Blend (Organic Brown Rice Crisps [Organic Brown Rice Flour, Organic Dried Cane Syrup, Organic Malt Extract, Salt], Dairy Crisps [Whey Protein Concentrate, Rice Flour]), Organic Tapioca Syrup, Chocolate Flavored Coating (Organic Dried Cane Syrup, Organic Cocoa, Palm Kernel Oil, Organic Palm Kernel Solids, Organic Soy Lecithin, Organic Vanilla Extract), Organic Toasted Oats (Organic Rolled Oats, Organic Dried Cane Syrup, Ascorbic Acid, Vitamin E [Antioxidant]), Organic Cane Syrup, Inulin (Chicory Extract), Organic Oat Flour, Whey Protein Isolate, Organic Oat Fiber, Vegetable Glycerin, Pea Protein, Organic Chocolate Chips (Organic Dried Cane Syrup, Organic Unsweetened Chocolate, Organic Cocoa Butter, Organic Soy Lecithin, Natural Flavors), Organic Sunflower Oil, Natural Flavors, Organic Cocoa, Sea Salt, Organic Alkalized Cocoa.
VITAMINS & MINERALS: Calcium Carbonate, Ferric Orthophosphate (Iron), Zinc Citrate, Ergocalciferol (Vit. D2).
ALLERGEN STATEMENT: CONTAINS SOY AND MILK. MAY CONTAIN TRACES OF WHEAT. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.

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CK14-790

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–Kit & Gary, Parents & Co-owners of Clif Bar & Company

CLIF KID ZBAR PROTEIN

NOURISHING KIDS IN MOTION®

THE CLIF KID PACT

- MADE WITH ORGANIC WHOLE GRAINS
- VITAMINS AND MINERALS THAT ARE IMPORTANT FOR KIDS
- RIGHT PORTION SIZE FOR KIDS
- NONE OF THE NO-NO'S (SEE SIDE PANEL)

CLIF Kid Zbar® Protein is a delicious whole grain protein snack made with nutritious building blocks for kids' growing bodies... so kids can keep Zipping and Zooming along.

- 5g of Protein
- 8g of Whole Grains
- 3g of Fiber
- Excellent Source of Calcium
- Good Source of Vitamin D, Iron, and Zinc

For more information, check out clifkid.com

CLIF KID ZBAR PROTEIN

NOURISHING KIDS IN MOTION®

5g PROTEIN 3g FIBER

MADE WITH ORGANIC WHOLE GRAINS

BEST BY 03MAR16M3 14:42

WE KEEP IT SIMPLE:

- NO HIGH FRUCTOSE CORN SYRUP
- NO PARTIALLY HYDROGENATED OILS
- NO SYNTHETIC PRESERVATIVES
- NO ARTIFICIAL FLAVORS
- ZERO GRAMS TRANS FAT

KUKLOK® BOX AND/OR MACHINE PATENTED IN THE U.S.A., CANADA AND OTHER COUNTRIES

552548 WS2
23-0859-01
1 2 3 2-15 5
1 2 3

Nutrition Facts
Serv. Size 1 bar (36g)
Calories 130
Calories from Fat 25
*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV*	Amount/Serving	%DV*	Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 2.5g	4%	**Cholesterol** 5mg	2%	**Total Carb.** 23g	8%	**Sugars** 9g	
Sat. Fat 1g	5%	**Sodium** 95mg	4%	Dietary Fiber 3g	12%	Other Carb. 11g	
Trans Fat 0g		**Potassium** 105mg	3%	Insoluble Fiber 1g		**Protein** 5g	10%

Vitamin A 0% • Vitamin C 0% • Calcium 20% • Iron 10% • Vitamin D 10% • Zinc 10%

INGREDIENTS Crisp Blend (Organic Brown Rice Crisps [Organic Brown Rice Flour Organic Dried Cane Syrup, Organic Malt Extract, Salt], Dairy Crisps [Whey Protein Concentrate, Rice Flour]) Organic Tapioca Syrup, Chocolate Flavored Coating (Organic Dried Cane Syrup, Organic Cocoa, Palm Kernel Oil, Organic Palm Kernel Solids, Organic Soy Lecithin, Organic Vanilla Extract), Organic Toasted Oats (Organic Rolled Oats, Organic Dried Cane Syrup Ascorbic Acid, Vitamin E [Antioxidant]), Organic Cane Syrup, Inulin (Chicory Extract), Whey Protein Isolate, Organic Alkalized Cocoa Powder, Organic Oat Flour, Organic Oat Fiber, Vegetable Glycerin, Pea Protein, Organic Sunflower Oil Natural Flavors Sea Salt. **VITAMINS & MINERALS:** Calcium Carbonate, Ferric Orthophosphate (Iron), Zinc Citrate, Ergocalciferol (Vit. D2).
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5 Bars
WHOLE GRAIN PROTEIN SNACK
CLIF KID Z BAR PROTEIN
CHOCOLATE MINT
NOURISHING KIDS IN MOTION®
WE KEEP IT SIMPLE:
NO HIGH FRUCTOSE CORN SYRUP
NO PARTIALLY HYDROGENATED OILS
NO SYNTHETIC PRESERVATIVES
NO ARTIFICIAL FLAVORS
ZERO GRAMS TRANS FAT
5g PROTEIN
3g FIBER
MADE WITH ORGANIC WHOLE GRAINS
NET WT
6.35 OZ/180g
1.27 OZ/36g per bar
CHOCOLATE MINT
WHOLE GRAIN PROTEIN SNACK
5 Bars
100% Recycled Paperboard
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CERTIFIED ORGANIC BY QAI
BEST BY
07JUL16M3 00:19
Nutrition Facts
Serv. Size 1 bar (36g)
Serv. Per Container 5
Amount/Serving
Calories 130
Calories from Fat 25
% Daily Value*
Total Fat 2.5g 4%
Sat. Fat 1g 5%
Trans Fat 0g
Cholesterol 5mg 2%
Sodium 95mg 4%
Potassium 105mg 3%
Total Carb. 23g 8%
Dietary Fiber 3g 12%
Insoluble Fiber 1g
Sugars 9g
Other Carb. 11g
Protein 5g 10%
Vitamin A 0% • Vitamin C 0%
Calcium 20% • Iron 10%
Vitamin D 10% • Zinc 10%
*Percent Daily Values (DV) are based on a 2,000 calorie diet.
INGREDIENTS: Crisp Blend (Organic Brown Rice Crisps (Organic Brown Rice Flour, Organic Dried Cane Syrup, Organic Malt Extract, Salt), Dairy Crisps (Whey Protein Concentrate, Rice Flour)), Organic Tapioca Syrup, Chocolate Flavored Coating (Organic Dried Cane Syrup, Organic Cocoa, Palm Kernel Oil, Organic Palm Kernel Solids), Organic Soy Lecithin, Organic Vanilla Extract), Organic Toasted Oats (Organic Rolled Oats, Organic Dried Cane Syrup, Ascorbic Acid, Vitamin E (Antioxidant)), Organic Cane Syrup, Inulin (Chicory Extract), Whey Protein Isolate, Organic Alkalized Cocoa Powder, Organic Oat Flour, Organic Oat Fiber, Vegetable Glycerin, Pea Protein, Organic Sunflower Oil, Natural Flavors, Sea Salt.
VITAMINS & MINERALS: Calcium Carbonate, Ferric Orthophosphate (Iron), Zinc Citrate, Ergocalciferol (Vit D2).
ALLERGEN STATEMENT: CONTAINS SOY AND MILK. MAY CONTAIN TRACES OF WHEAT. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.


CLIF KID
ZBAR PROTEIN
In raising our family, finding nutritious on-the-go snacks for our kids wasn't easy. That's why we created CLIF kid®— wholesome, delicious snacks made with organic whole grains to keep kids going, growing, and exploring.
– Kit & Gary, Parents & Co-owners of Clif Bar & Company
NOURISHING KIDS IN MOTION®
THE CLIF KID PACT
MADE WITH ORGANIC WHOLE GRAINS
VITAMINS AND MINERALS THAT ARE IMPORTANT FOR KIDS
RIGHT PORTION SIZE FOR KIDS
NONE OF THE NO-NO'S (SEE SIDE PANEL)
CLIF Kid Zbar® Protein is a delicious whole grain protein snack made with nutritious building blocks for kids' growing bodies... so kids can keep Zipping and Zooming along.
5g of Protein
8g of Whole Grains
3g of Fiber
Excellent Source of Calcium
Good Source of Vitamin D, Iron, and Zinc
For more information, check out clifkid.com
CK14_916
554469 WS1
23-0301-02
123 123 7-15 9

Nutrition Facts
Serv. Size 1 bar (36g)
Calories 140
Calories from Fat 35
**Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**
Total Fat 4g	6%	Cholesterol <5mg	2%	Total Carb. 22g	7%	Sugars 8g	
Sat. Fat 1.5g	8%	Sodium 95mg	4%	Dietary Fiber 3g	12%	Other Carb. 11g	
Trans Fat 0g		Potassium 95mg	3%	Insoluble Fiber 1g		Protein 5g	10%

Vitamin A 0% • Vitamin C 0% • Calcium 20% • Iron 10% • Vitamin D 10% • Zinc 10%

* Contains 4g total fat.

INGREDIENTS: Crisp Blend (Organic Brown Rice Crisps [Organic Brown Rice Flour, Organic Dried Cane Syrup, Organic Malt Extract, Salt], Dairy Crisps [Whey Protein Concentrate, Rice Flour]), Organic Tapioca Syrup, Chocolate Flavored Coating (Organic Dried Cane Syrup, Organic Cocoa, Palm Kernel Oil, Organic Palm Kernel Solids, Organic Soy Lecithin, Organic Vanilla Extract), Organic Toasted Oats (Organic Rolled Oats, Organic Dried Cane Syrup, Ascorbic Acid, Vitamin E [Antioxidant]), Organic Peanut Butter (Organic Dry Roasted Peanuts, Salt), Organic Cane Syrup, Inulin (Chicory Extract), Vegetable Glycerin, Organic Oat Flour, Organic Oat Fiber, Organic Peanut Flour, Natural Flavors, Whey Protein Isolate, Pea Protein, Sea Salt, Vitamin E (Antioxidant). **VITAMINS & MINERALS:** Calcium Carbonate, Ferric Orthophosphate (Iron), Zinc Citrate, Ergocalciferol (Vit. D2).
ALLERGEN STATEMENT: CONTAINS SOY, MILK AND PEANUTS. MAY CONTAIN TRACES OF WHEAT AND TREE NUTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.


5 Bars
WHOLE GRAIN PROTEIN SNACK
CLIF KID ZBAR PROTEIN
PEANUT BUTTER CHOCOLATE
5g PROTEIN
3g FIBER*
MADE WITH ORGANIC WHOLE GRAINS
NOURISHING KIDS IN MOTION®
WE KEEP IT SIMPLE:
NO HIGH FRUCTOSE CORN SYRUP
NO PARTIALLY HYDROGENATED OILS
NO SYNTHETIC PRESERVATIVES
NO ARTIFICIAL FLAVORS
ZERO GRAMS TRANS FAT
NET WT
6.35 OZ/180g
1.27 OZ/36g per bar
PEANUT BUTTER CHOCOLATE
WHOLE GRAIN PROTEIN SNACK
5 Bars
Nutrition Facts
Serv. Size 1 bar (36g)
Serv. Per Container 5
Amount/Serving
Calories 140
Calories from Fat 35
% Daily Value**
Total Fat 4g 6%
Sat. Fat 1.5g 8%
Trans Fat 0g
Cholesterol <5mg 2%
Sodium 95mg 4%
Potassium 95mg 3%
Total Carb. 22g 7%
Dietary Fiber 3g 12%
Insoluble Fiber 1g
Sugars 8g
Other Carbs 11g
Protein 5g 10%
Vitamin A 0% • Vitamin C 0%
Calcium 20% • Iron 10%
Vitamin D 10% • Zinc 10%
**Percent Daily Values (DV) are based on a 2,000 calorie diet
INGREDIENTS: Crisp Blend (Organic Brown Rice Crisps [Organic Brown Rice Flour, Organic Dried Cane Syrup, Organic Malt Extract, Salt], Dairy Crisps [Whey Protein Concentrate, Rice Flour]), Organic Tapioca Syrup, Chocolate Flavored Coating (Organic Dried Cane Syrup, Organic Cocoa, Palm Kernel Oil, Organic Palm Kernel Solids, Organic Soy Lecithin, Organic Vanilla Extract), Organic Toasted Oats (Organic Rolled Oats, Organic Dried Cane Syrup, Ascorbic Acid, Vitamin E [Antioxidant]), Organic Peanut Butter (Organic Dry Roasted Peanuts, Salt), Organic Cane Syrup, Inulin (Chicory Extract), Vegetable Glycerin, Organic Oat Flour, Organic Oat Fiber, Organic Peanut Flour, Natural Flavors, Whey Protein Isolate, Pea Protein, Sea Salt, Vitamin E (Antioxidant).
VITAMINS & MINERALS: Calcium Carbonate, Ferric Orthophosphate (Iron), Zinc Citrate, Ergocalciferol (Vit. D2).
ALLERGEN STATEMENT: CONTAINS SOY, MILK, AND PEANUTS. MAY CONTAIN TRACES OF WHEAT AND TREE NUTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.
*Contains 4g total fat.


CLIF KID ZBAR PROTEIN
In raising our family, finding nutritious on-the-go snacks for our kids wasn't easy. That's why we created CLIF Kid®– wholesome, delicious snacks made with organic whole grains to keep kids going, growing, and exploring.
– Kit & Gary, Parents & Co-owners of Clif Bar & Company
NOURISHING KIDS IN MOTION®
THE CLIF KID PACT
★ MADE WITH ORGANIC WHOLE GRAINS
★ VITAMINS AND MINERALS THAT ARE IMPORTANT FOR KIDS
★ RIGHT PORTION SIZE FOR KIDS
★ NONE OF THE NO-NO'S (SEE SIDE PANEL)
CLIF Kid Zbar® Protein is a delicious whole grain protein snack made with nutritious building blocks for kids' growing bodies... so kids can keep Zipping and Zooming along.
★ 5g of Protein
★ 8g of Whole Grains
★ 3g of Fiber*
★ Excellent Source of Calcium
★ Good Source of Vitamin D, Iron, and Zinc
For more information, check out clifkid.com
CK14_916
553654 WS2
23-0302-02
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100% Recycled Paperboard
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CLIF KID ZBAR PROTEIN

NOURISHING KIDS IN MOTION®

10 Bars

PEANUT BUTTER CHOCOLATE

WHOLE GRAIN PROTEIN SNACK

5g PROTEIN

3g FIBER*

MADE WITH ORGANIC WHOLE GRAINS

CLIF KID ZBAR PROTEIN

NOURISHING KIDS IN MOTION®

PEANUT BUTTER CHOCOLATE

WHOLE GRAIN PROTEIN SNACK

NET WT
12.70 OZ/360g
1.27 OZ/36g per bar

10 Bars

CLIF KID ZBAR PROTEIN

Nutrition Facts

Serv. Size 1 bar (36g)
Serv. Per Container 10

Amount/Serving	
Calories	140
Calories from Fat	35
	% Daily Value**
Total Fat 4g	6%
Sat. Fat 1.5g	8%
Trans Fat 0g	
Cholesterol <5mg	2%
Sodium 95mg	4%
Potassium 95mg	3%
Total Carb. 22g	7%
Dietary Fiber 3g	12%
Insoluble Fiber 1g	
Sugars 8g	
Other Carb. 11g	
Protein 5g	10%

Vitamin A 0% • Vitamin C 0%
Calcium 20% • Iron 10%
Vitamin D 10% • Zinc 10%

**Percent Daily Values (DV) are based on a 2,000 calorie diet.

INGREDIENTS: Crisp Blend (Organic Brown Rice Crisps (Organic Brown Rice Flour, Organic Dried Cane Syrup, Organic Malt Extract, Salt), Dairy Crisps (Whey Protein Concentrate, Rice Flour)), Organic Tapioca Syrup, Chocolate Flavored Coating (Organic Dried Cane Syrup, Organic Cocoa, Palm Kernel Oil, Organic Palm Kernel Solids, Organic Soy Lecithin, Organic Vanilla Extract), Organic Toasted Oats (Organic Rolled Oats, Organic Dried Cane Syrup, Ascorbic Acid, Vitamin E (Antioxidant)), Organic Peanut Butter (Organic Dry Roasted Peanuts, Salt), Organic Cane Syrup, Inulin (Chicory Extract), Vegetable Glycerin, Organic Oat Flour, Organic Oat Fiber, Organic Peanut Flour, Natural Flavors, Whey Protein Isolate, Pea Protein, Sea Salt, Vitamin E (Antioxidant).
VITAMINS & MINERALS: Calcium Carbonate, Ferric Orthophosphate (Iron), Zinc Citrate, Ergocalciferol (Vit. D2).
ALLERGEN STATEMENT: CONTAINS SOY, MILK, AND PEANUTS. MAY CONTAIN TRACES OF WHEAT AND TREE NUTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.
*Contains 4g total fat.

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CERTIFIED ORGANIC BY QAI

CK14-790

In raising our family, finding nutritious on-the-go snacks for our kids wasn't easy. That's why we created CLIF Kid®— wholesome, delicious snacks made with organic whole grains to keep kids going, growing, and exploring.

– Kit & Gary, Parents & Co-owners of Clif Bar & Company

CLIF KID ZBAR PROTEIN

NOURISHING KIDS IN MOTION®

THE CLIF KID PACT

- MADE WITH ORGANIC WHOLE GRAINS
- VITAMINS AND MINERALS THAT ARE IMPORTANT FOR KIDS
- RIGHT PORTION SIZE FOR KIDS
- NONE OF THE NO-NO'S (SEE SIDE PANEL)

CLIF Kid Zbar® Protein is a delicious whole grain protein snack made with nutritious building blocks for kids' growing bodies... so kids can keep Zipping and Zooming along.

- 5g of Protein
- 8g of Whole Grains
- 3g of Fiber*
- Excellent Source of Calcium
- Good Source of Vitamin D, Iron, and Zinc

For more information, check out clifkid.com

CLIF KID ZBAR PROTEIN

NOURISHING KIDS IN MOTION®

5g PROTEIN 3g FIBER*

MADE WITH ORGANIC WHOLE GRAINS

BEST BY 01JUN2012 00:48

WE KEEP IT SIMPLE:

- NO HIGH FRUCTOSE CORN SYRUP
- NO PARTIALLY HYDROGENATED OILS
- NO SYNTHETIC PRESERVATIVES
- NO ARTIFICIAL FLAVORS
- ZERO GRAMS TRANS FAT

KUKLOK®
BOX AND/OR MACHINE PATENTED IN THE U.S.A., CANADA AND OTHER COUNTRIES

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23-0858-01
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EXHIBIT E

1. **CLIF MOJO Sweet and Salty Dark Chocolate Almond Coconut Trail Mix Bar**

    1. Healthy Statements (emphasis added)

        a. "Ready to go whenever and wherever you are, CLIF MOJO combines simple and organic ingredients that are ***good for*** both ***our bodies*** and the planet."

    2. Nutrient Content Statements

        a. "8g Protein"

        b. "3g Fiber"

        c. "12g total fat"

    3. Violations of FDA Regulations

        a. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 10.67 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

        b. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 5.33 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

2. **CLIF MOJO Sweet and Salty Mountain Mix Trail Mix Bar**

    1. Healthy Statements (emphasis added)

        a. "Ready to go whenever and wherever you are, CLIF MOJO combines simple and organic ingredients that are ***good for*** both ***our bodies*** and the planet."

    2. Nutrient Content Statements

        a. "8g Protein"

    3. Violations of FDA Regulations

        a. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 8 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

b. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 1.33 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

3. **CLIF MOJO Sweet and Salty Peanut Butter Pretzel Trail Mix Bar**

1. Healthy Statements (emphasis added)

a. "Ready to go whenever and wherever you are, CLIF MOJO combines simple and organic ingredients that are ***good for*** both ***our bodies*** and the planet."

2. Nutrient Content Statements

a. "9g Protein"

3. Violations of FDA Regulations

a. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 8 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

b. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 1.78 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

Nutrition Facts
Serv. Size 1 bar (45g)
Calories 200
Calories from Fat 110

**Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**
Total Fat 12g	18%	Monounsat. Fat 4.5g		**Total Carb.** 20g	7%	Other Carb. 7g	
Sat. Fat 6g	30%	**Cholesterol** 0mg	0%	Dietary Fiber 3g	12%	**Protein** 8g	16%
Trans Fat 0g		**Sodium** 180mg	8%	Insoluble Fiber 2g			
Polyunsat. Fat 1.5g		**Potassium** 170mg	5%	Sugars 10g			

Vitamin A 0% • Vitamin C 0% • Calcium 10% • Iron 8% • Vitamin E 15% • Magnesium 10% • Selenium 2%

LOW GLYCEMIC

INGREDIENTS: Organic Brown Rice Syrup, Organic Almonds, Soy Rice Crisps (Soy Protein Isolate, Organic Rice Flour, Calcium Carbonate), Organic Chocolate Chunks (Organic Dried Cane Syrup, Organic Unsweetened Chocolate, Organic Cocoa Butter, Organic Soy Lecithin, Organic Vanilla), Organic Coconut, Almond Butter, Organic Roasted Soybeans, Organic Oat Syrup Solids, Vegetable Glycerin, Organic Coconut Oil, Sea Salt, Organic Gum Arabic, Natural Flavor, Natural Vitamin E (Antioxidant). **ALLERGEN STATEMENT: CONTAINS SOY, COCONUT, ALMONDS, AND TRACES OF MILK. MAY CONTAIN PEANUTS AND OTHER TREE NUTS. MAY CONTAIN NUTSHELL FRAGMENTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. 70% ORGANIC INGREDIENTS.**

CLIF®

MOJO™ TRAIL MIX BAR

SWEET and SALTY

DARK CHOCOLATE ALMOND COCONUT

70% ORGANIC
8g PROTEIN > 3g FIBER* > LOW GLYCEMIC
SEE NUTRITION INFORMATION FOR SATURATED FAT CONTENT

NET WT 1.6 OZ (45g) ⓤD

NOT YOUR ORDINARY SNACK™

CLIF MOJO™ Sweet and Salty Trail Mix Bar is made for mixing it up and discovering all the good stuff the day has to offer. Ready to go whenever and wherever you are, CLIF MOJO combines simple and organic ingredients that are good for both our bodies and the planet. CLIF MOJO is a delicious way to energize your day. Grab a MOJO and go!

CLIF

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CERTIFIED ORGANIC BY QAI

BEST BY
01AUG16M62

1% FOR THE PLANET MEMBER

7 22252 12634 4

Nutrition Facts
Serv. Size 1 bar (45g)
Calories 190
Calories from Fat 80

*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV*	Amount/Serving	%DV*	Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 9g	14%	Monounsat. Fat 4.5g		**Total Carb.** 21g	7%	Other Carb. 7g	
Sat. Fat 1.5g	8%	**Cholesterol** 0mg	0%	Dietary Fiber 2g	8%	**Protein** 8g	16%
Trans Fat 0g		**Sodium** 200mg	8%	Insoluble Fiber 1g			
Polyunsat. Fat 2.5g		**Potassium** 180mg	5%	Sugars 12g			

Vitamin A 0% • Vitamin C 0% • Calcium 6% • Iron 8% • Vitamin E 15% • Magnesium 10% • Selenium 2%

LOW GLYCEMIC

1 low glycemic hands carries slowly for prolonged energy (1 carb/2 hours and 2 carbs/hour)

INGREDIENTS: Organic Brown Rice Syrup, Soy Rice Crisps (Soy Protein Isolate, Organic Rice Flour, Calcium Carbonate), Organic Peanuts, Organic Raisins, Almonds, Organic Chocolate Chips (Organic Dried Cane Syrup, Organic Unsweetened Chocolate, Organic Cocoa Butter, Organic Soy Lecithin, Organic Vanilla Extract), Organic Pretzels (Organic Wheat Flour, Salt, Organic Canola Oil, Organic Malt), Organic Peanut Butter, Organic Roasted Soybeans, Pumpkin Seeds, Sunflower Seeds, Organic Oat Syrup Solids, Vegetable Glycerin, Organic Sunflower Oil, Sea Salt, Organic Gum Arabic, Natural Vitamin E (Antioxidant). **ALLERGEN STATEMENT: CONTAINS SOY, PEANUTS, ALMONDS, WHEAT, AND TRACES OF MILK. MAY CONTAIN OTHER TREE NUTS. MAY CONTAIN NUTSHELL FRAGMENTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. 70% ORGANIC INGREDIENTS.**

CLIF®

MOJO™ TRAIL MIX BAR

SWEET and SALTY

MOUNTAIN MIX®

70% ORGANIC
8g PROTEIN • LOW GLYCEMIC

NET WT 1.6 OZ (45g) UD

NOT YOUR ORDINARY SNACK®

CLIF MOJO® Sweet and Salty Trail Mix Bar is made for mixing it up and discovering all the good stuff the day has to offer. Ready to go whenever and wherever you are, CLIF MOJO combines simple and organic ingredients that are good for both our bodies and the planet. CLIF MOJO is a delicious way to energize your day. Grab a MOJO and go!

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BEST BY
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FOR THE PLANET

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Nutrition Facts
Serv. Size 1 bar (45g)
Calories 190
Calories from Fat 80

*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV*	Amount/Serving	%DV*	Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 9g	14%	Monounsat. Fat 3.5g		**Total Carb.** 20g	7%	Other Carb. 9g	
Sat. Fat 2g	10%	**Cholesterol** 0mg	0%	Dietary Fiber 2g	8%	**Protein** 9g	18%
Trans Fat 0g		**Sodium** 220mg	9%	Insoluble Fiber 1g			
Polyunsat. Fat 2.5g		**Potassium** 125mg	4%	Sugars 9g			

Vitamin A 0% • Vitamin C 0% • Calcium 6% • Iron 6% • Vitamin E 8% • Magnesium 8% • Selenium 0%

LOW GLYCEMIC

Low glycemic foods cause only slight or moderate levels of satiety [illegible]

INGREDIENTS: Organic Brown Rice Syrup, Organic Peanuts, Soy Rice Crisps (Soy Protein Isolate, Organic Rice Flour, Calcium Carbonate), Peanut Butter–Filled Pretzels (Enriched Wheat Flour [Niacin, Reduced Iron, Thiamin Mononitrate, Riboflavin, Folic Acid], Peanut Butter, Salt, Baking Soda), Peanut Butter Chips (Dried Cane Syrup, Palm Kernel Oil, Peanut Flour, Soy Lecithin), Organic Pretzels (Organic Wheat Flour, Salt, Organic Canola Oil, Organic Malt), Organic Peanut Butter, Organic Roasted Soybeans, Organic Oat Syrup Solids, Vegetable Glycerin, Peanut Flour, Organic Sunflower Oil, Roasted Peanut Extract, Sea Salt, Organic Gum Arabic, Natural Vitamin E (Antioxidant). **ALLERGEN STATEMENT: CONTAINS SOY, PEANUTS, WHEAT, AND TRACES OF MILK.** **WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. 70% ORGANIC INGREDIENTS.**

CLIF®

MOJO™ TRAIL MIX BAR

SWEET and SALTY

PEANUT BUTTER PRETZEL

70% ORGANIC
9g PROTEIN › LOW GLYCEMIC

NET WT 1.6 OZ (45g) UD

NOT YOUR ORDINARY SNACK
CLIF MOJO® Sweet and Salty Trail Mix Bar is made for mixing it up and discovering all the good stuff the day has to offer. Ready to go whenever and wherever you are, CLIF MOJO combines simple and organic ingredients that are good for both our bodies and the planet. CLIF MOJO is a delicious way to energize your day. Grab a MOJO and go!

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1% FOR THE PLANET MEMBER

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CLIF
MOJO™ SWEET and SALTY
TRAIL MIX BAR
70% ORGANIC
9g PROTEIN › LOW GLYCEMIC
PEANUT BUTTER PRETZEL
PEANUT BUTTER FILLED PRETZELS, PEANUT BUTTER CHIPS & PEANUTS
CLIF
MOJO™ SWEET and SALTY
TRAIL MIX BAR
70% ORGANIC
9g PROTEIN › LOW GLYCEMIC
12 BARS
NET WT 19 OZ (540g)
1.6 OZ (45g) per bar
PEANUT BUTTER PRETZEL
CLIF
MOJO™ SWEET and SALTY
TRAIL MIX BAR
70% ORGANIC
9g PROTEIN › LOW GLYCEMIC
PEANUT BUTTER PRETZEL
CLIF
MOJO™ SWEET and SALTY
TRAIL MIX BAR
70% ORGANIC
9g PROTEIN › LOW GLYCEMIC


CLIF
MOJO
TRAIL MIX BAR
SWEET and SALTY
70% ORGANIC
9g PROTEIN > LOW GLYCEMIC
PEANUT BUTTER PRETZEL
NOT YOUR ORDINARY SNACK®
CLIF MOJO® Sweet and Salty Trail Mix Bar is made for mixing it up and discovering all the good stuff the day has to offer. Ready to go whenever and wherever you are, CLIF MOJO combines simple and organic ingredients that are good for both our bodies and the planet. CLIF MOJO is a delicious way to energize your day. Grab a MOJO and go!
Nutrition Facts
Serv. Size 1 bar (45g)
Serv. Per Container 12
Calories 190
Calories from Fat 80
Amount/Serving %DV* Amount/Serving %DV* Amount/Serving %DV* Amount/Serving %DV*
Total Fat 9g 14% Monounsat. Fat 3.5g Total Carb. 20g 7% Other Carb. 9g
Sat. Fat 2g 10% Cholesterol 0mg 0% Dietary Fiber 2g 8% Protein 9g 18%
Trans Fat 0g Sodium 220mg 9% Insoluble Fiber 1g
Polyunsat. Fat 2.5g Potassium 125mg 4% Sugars 9g
*Percent Daily Values (DV) are based on a 2,000 calorie diet.
Vitamin A 0% • Vitamin C 0% • Calcium 6% • Iron 6% • Vitamin E 8% • Magnesium 8% • Selenium 0%
LOW GLYCEMIC
INGREDIENTS: Organic Brown Rice Syrup, Organic Peanuts, Soy Rice Crisps (Soy Protein Isolate, Organic Rice Flour, Calcium Carbonate), Peanut Butter-Filled Pretzels (Enriched Wheat Flour (Niacin, Reduced Iron, Thiamin Mononitrate, Riboflavin, Folic Acid), Peanut Butter, Salt, Baking Soda), Peanut Butter Chips (Dried Cane Syrup, Palm Kernel Oil, Peanut Flour, Soy Lecithin), Organic Pretzels (Organic Wheat Flour, Salt, Organic Canola Oil, Organic Malt), Organic Peanut Butter, Organic Roasted Soybeans, Organic Oat Syrup Solids, Vegetable Glycerin, Peanut Flour, Organic Sunflower Oil, Roasted Peanut Extract, Sea Salt, Organic Gum Arabic, Natural Vitamin E (Antioxidant). ALLERGEN STATEMENT: CONTAINS SOY, PEANUTS, WHEAT, AND TRACES OF MILK. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. 70% ORGANIC INGREDIENTS.
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100% recycled materials. Paperboard contains on lets than 50% post-consumer content. Please recycle.
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KUKLOK
BOX MOCKUP MACHINE
PATENTED IN USA
CANADIAN/OTHER COUNTRIES
BEST BY
18SEP1 8MG 14:31
PEANUT BUTTER PRETZEL
STRAIGHT BUTTER-FILLED PRETZELS
PEANUT BUTTER CHIPS & PEANUTS
MJ13_278

EXHIBIT F

1. **CLIF Dark Chocolate Almond Sea Salt Organic Trail Mix Bar**

   a. Healthy Statements (emphasis added)

      i. "Combining simple and organic ingredients that are ***good for*** both ***our bodies*** and the planet, our trail mix bar comes in flavors for just about every occasion—no matter where the trail takes you."

   b. Nutrient Content Statements

      i. "3g Fiber"

   c. Violations of FDA Regulations

      i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 13 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

      ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 3 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

2. **CLIF Dark Chocolate Cherry Almond Organic Trail Mix Bar**

   a. Healthy Statements (emphasis added)

      i. "Combining simple and organic ingredients that are ***good for*** both ***our bodies*** and the planet, our trail mix bar comes in flavors for just about every occasion—no matter where the trail takes you."

   b. Nutrient Content Statements

      i. "4g Fiber"

      ii. "Low Sodium"

      iii. "9g total fat"

   c. Violations of FDA Regulations

      i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 9 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 2.5 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

3. **CLIF Dark Chocolate Peanut Butter Organic Trail Mix Bar**

a. Healthy Statements (emphasis added)

i. "Combining simple and organic ingredients that are ***good for*** both ***our bodies*** and the planet, our trail mix bar comes in flavors for just about every occasion—no matter where the trail takes you."

b. Nutrient Content Statements

i. "3g Fiber"

ii. "Low Sodium"

iii. "13g total fat"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 13 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 3 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

4. **CLIF Dark Chocolate Pomegranate Raspberry Organic Trail Mix Bar**

a. Healthy Statements (emphasis added)

i. "Combining simple and organic ingredients that are ***good for*** both ***our bodies*** and the planet, our trail mix bar comes in flavors for just about every occasion—no matter where the trail takes you."

b. Nutrient Content Statements

i. "3g Fiber"

ii. "Low Sodium"

iii. "11g total fat"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 11 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 3 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

5. **CLIF Cranberry Almond Organic Trail Mix Bar**

a. Healthy Statements (emphasis added)

i. "Combining simple and organic ingredients that are ***good for*** both ***our bodies*** and the planet, our trail mix bar comes in flavors for just about every occasion—no matter where the trail takes you."

b. Nutrient Content Statements

i. "4g Fiber"

ii. "Low Sodium"

iii. "9g total fat"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 9 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

6. **CLIF Wild Blueberry Almond Organic Trail Mix Bar**

a. Healthy Statements (emphasis added)

i. "Combining simple and organic ingredients that are ***good for*** both ***our bodies*** and the planet, our trail mix bar comes in flavors for just about every occasion—no matter where the trail takes you."

b. Nutrient Content Statements

i. "4g Fiber"

ii. "Low Sodium"

iii. "8g total fat"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 8 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

7. **CLIF Coconut Almond Peanut Organic Trail Mix Bar**

a. Healthy Statements (emphasis added)

i. "Combining simple and organic ingredients that are ***good for*** both ***our bodies*** and the planet, our trail mix bar comes in flavors for just about every occasion—no matter where the trail takes you."

b. Nutrient Content Statements

i. "Low Sodium"

ii. "4g Fiber"

c. Violations of FDA Regulations

i. Exceeds the maximum 3 grams of fat per 40 grams of total weight requirement outlined at ¶ 22(a) herein because it contains 13 grams of fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(b)(2).

ii. Exceeds the 1 gram of saturated fat per 40 grams total weight requirement outlined at ¶ 22(b) herein because it contains 4 grams of saturated fat per 40 grams of total product. *See* 21 C.F.R. § 101.62(c)(2).

Nutrition Facts
Serv. Size 1 bar (40g)
Calories 200
Calories from Fat 120
**Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**
Total Fat 13g	**20%**	Polyunsat. Fat 2.5g		**Sodium** 160mg	**7%**	Dietary Fiber 3g	**12%**	Other Carb. 7g	
Sat. Fat 3g	**15%**	Monounsat. Fat 7g		**Potassium** 170mg	**5%**	Insoluble Fiber 2g		**Protein** 5g	
Trans Fat 0g		**Cholesterol** 0mg	**0%**	**Total Carb.** 19g	**6%**	Sugars 9g			

Vitamin A 0% • Vitamin C 0% • Calcium 4% • Iron 6% • Vitamin E 15% • Magnesium 10% • Selenium 2%

LOW GLYCEMIC

Low glycemic index foods digest slowly for prolonged energy

INGREDIENTS: ORGANIC ALMONDS, ORGANIC TAPIOCA SYRUP, ORGANIC PECANS, ORGANIC DARK CHOCOLATE (DRIED CANE SYRUP*, UNSWEETENED CHOCOLATE*, COCOA BUTTER*, SOY LECITHIN, VANILLA EXTRACT*), ORGANIC COATING (DRIED CANE SYRUP*, PALM KERNEL OIL*, COCOA*, SOY LECITHIN*, VANILLA EXTRACT*), ORGANIC CASHEWS, ORGANIC ROASTED SOYBEANS, ORGANIC RICE CRISPS (RICE FLOUR*, DRIED CANE SYRUP*, SALT, CALCIUM CARBONATE), ORGANIC INULIN, ORGANIC ALMOND BUTTER, ORGANIC SUNFLOWER OIL, SEA SALT, MIXED TOCOPHEROLS (ANTIOXIDANT). **ALLERGEN STATEMENT: CONTAINS SOY, ALMONDS, CASHEWS, AND PECANS. MAY CONTAIN TRACES OF MILK AND OTHER TREE NUTS. MAY CONTAIN NUTSHELL FRAGMENTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.** *ORGANIC

CLIF ORGANIC TRAIL MIX BAR

- Gluten Free
- Low Glycemic
- 3g Fiber

SEE NUTRITION INFORMATION FOR TOTAL FAT CONTENT

USDA ORGANIC

DARK CHOCOLATE ALMOND SEA SALT

NET WT 1.41 OZ (40g) UD

A delicious way to energize your day, CLIF® Organic Trail Mix Bar is made for mixing it up and discovering all the good stuff the day has to offer. Combining simple and organic ingredients that are good for both our bodies and the planet, our trail mix bar comes in flavors for just about every occasion—no matter where the trail takes you.

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CLIF BAR FAMILY FOUNDATION.ORG

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NEW
CLIF ORGANIC
-TRAIL MIX BAR-
Gluten Free
Low Glycemic
3g Fiber
SEE NUTRITION INFORMATION FOR TOTAL FAT CONTENT
DARK CHOCOLATE ALMOND SEA SALT
USDA ORGANIC
4
BARS NET WT 5.64 OZ (160g) | 1.41 OZ (40g) per bar
Distributed by Clif Bar & Company, Emeryville, CA 94608 U.S.A.
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CLIF ORGANIC
TRAIL MIX BAR
Gluten Free
Low Glycemic
3g Fiber
USDA ORGANIC
DARK CHOCOLATE ALMOND SEA SALT
A delicious way to energize your day, CLIF® Organic Trail Mix Bar is made for mixing it up and discovering all the good stuff the day has to offer. Combining simple and organic ingredients that are good for both our bodies and the planet, our trail mix bar comes in flavors for just about every occasion—no matter where the trail takes you.
DARK CHOCOLATE ALMOND SEA SALT
Nutrition Facts
Serv. Size 1 bar (40g)
Serv. Per Container 4
Calories 200
Calories from Fat 120
Amount/Serving %DV** Amount/Serving %DV** Amount/Serving %DV** Amount/Serving %DV**
Total Fat 13g 20% Monounsat. Fat 7g Total Carb. 19g 6% Other Carb. 7g
Sat. Fat 3g 15% Cholesterol 0mg 0% Dietary Fiber 3g 12% Protein 5g
Trans Fat 0g Sodium 160mg 7% Insoluble Fiber 2g
Polyunsat. Fat 2.5g Potassium 170mg 5% Sugars 9g
**Percent Daily Values (DV) are based on a 2,000 calorie diet
Vitamin A 0% • Vitamin C 0% • Calcium 4% • Iron 6% • Vitamin E 15% • Magnesium 10% • Selenium 2%
LOW GLYCEMIC
INGREDIENTS: ORGANIC ALMONDS, ORGANIC TAPIOCA SYRUP, ORGANIC PECANS, ORGANIC DARK CHOCOLATE (DRIED CANE SYRUP*, UNSWEETENED CHOCOLATE*, COCOA BUTTER*, SOY LECITHIN, VANILLA EXTRACT*), ORGANIC COATING (DRIED CANE SYRUP*, PALM KERNEL OIL*, COCOA*, SOY LECITHIN*, VANILLA EXTRACT*), ORGANIC CASHEWS, ORGANIC ROASTED SOYBEANS, ORGANIC RICE CRISPS (RICE FLOUR*, DRIED CANE SYRUP*, SALT, CALCIUM CARBONATE), ORGANIC INULIN, ORGANIC ALMOND BUTTER, ORGANIC SUNFLOWER OIL, SEA SALT, MIXED TOCOPHEROLS (ANTIOXIDANT). ALLERGEN STATEMENT: CONTAINS SOY, ALMONDS, CASHEWS, AND PECANS. MAY CONTAIN TRACES OF MILK AND OTHER TREE NUTS. MAY CONTAIN NUTSHELL FRAGMENTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.
*ORGANIC.
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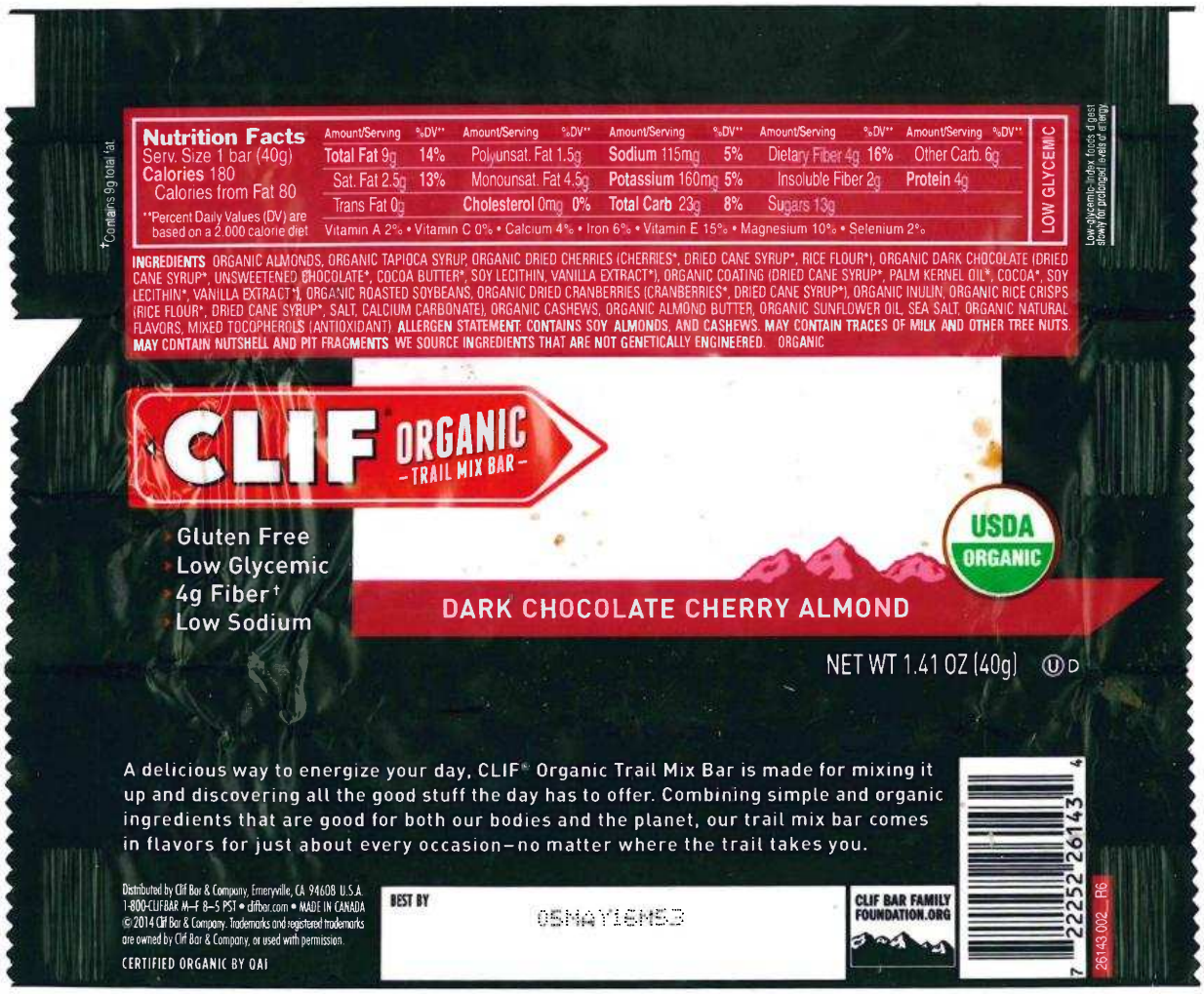
KLIKLOK®
HOLE AMERICAN MACHINE
PATENTED IN THE U.S.A.
CANADA AND OTHER
COUNTRIES



Nutrition Facts
Serv. Size 1 bar (40g)
Calories 180
Calories from Fat 80

**Percent Daily Values (DV) are based on a 2,000 calorie diet

Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**
Total Fat 9g	14%	Polyunsat. Fat 1.5g		**Sodium** 115mg	5%	Dietary Fiber 4g	16%	Other Carb. 6g	
Sat. Fat 2.5g	13%	Monounsat. Fat 4.5g		**Potassium** 160mg	5%	Insoluble Fiber 2g		**Protein** 4g	
Trans Fat 0g		**Cholesterol** 0mg	0%	**Total Carb** 23g	8%	Sugars 13g			

Vitamin A 2% • Vitamin C 0% • Calcium 4% • Iron 6% • Vitamin E 15% • Magnesium 10% • Selenium 2%

LOW GLYCEMIC

Low-glycemic-index foods digest slowly for prolonged levels of energy.

†Contains 9g total fat

INGREDIENTS ORGANIC ALMONDS, ORGANIC TAPIOCA SYRUP, ORGANIC DRIED CHERRIES (CHERRIES*, DRIED CANE SYRUP*, RICE FLOUR*), ORGANIC DARK CHOCOLATE (DRIED CANE SYRUP*, UNSWEETENED CHOCOLATE*, COCOA BUTTER*, SOY LECITHIN, VANILLA EXTRACT*), ORGANIC COATING (DRIED CANE SYRUP*, PALM KERNEL OIL*, COCOA*, SOY LECITHIN*, VANILLA EXTRACT*), ORGANIC ROASTED SOYBEANS, ORGANIC DRIED CRANBERRIES (CRANBERRIES*, DRIED CANE SYRUP*), ORGANIC INULIN, ORGANIC RICE CRISPS (RICE FLOUR*, DRIED CANE SYRUP*, SALT, CALCIUM CARBONATE), ORGANIC CASHEWS, ORGANIC ALMOND BUTTER, ORGANIC SUNFLOWER OIL, SEA SALT, ORGANIC NATURAL FLAVORS, MIXED TOCOPHEROLS (ANTIOXIDANT) **ALLERGEN STATEMENT: CONTAINS SOY ALMONDS, AND CASHEWS. MAY CONTAIN TRACES OF MILK AND OTHER TREE NUTS. MAY CONTAIN NUTSHELL AND PIT FRAGMENTS** WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. ORGANIC

CLIF ORGANIC
– TRAIL MIX BAR –

- Gluten Free
- Low Glycemic
- 4g Fiber†
- Low Sodium

USDA ORGANIC

DARK CHOCOLATE CHERRY ALMOND

NET WT 1.41 OZ (40g) UD

A delicious way to energize your day, CLIF® Organic Trail Mix Bar is made for mixing it up and discovering all the good stuff the day has to offer. Combining simple and organic ingredients that are good for both our bodies and the planet, our trail mix bar comes in flavors for just about every occasion—no matter where the trail takes you.

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CLIF ORGANIC
TRAIL MIX BAR
Gluten Free
Low Glycemic
4g Fiber†
Low Sodium
NEW
DARK CHOCOLATE CHERRY ALMOND
USDA ORGANIC
4 BARS NET WT 5.64 OZ (160g) | 1.41 OZ (40g) per bar
CERTIFIED ORGANIC BY QAI
CLIF BAR FAMILY FOUNDATION.ORG
100% Recycled Kraftpaperboard
BEST BY
CLIF


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BOX AND/OR MACHINE
PATENTED IN THE U.S.A.,
CANADA AND OTHER
COUNTRIES
CLIF ORGANIC
TRAIL MIX BAR
Gluten Free
Low Glycemic
4g Fiber†
Low Sodium
DARK CHOCOLATE CHERRY ALMOND
USDA ORGANIC
A delicious way to energize your day, CLIF® Organic Trail Mix Bar is made for mixing it up and discovering all the good stuff the day has to offer. Combining simple and organic ingredients that are good for both our bodies and the planet, our trail mix bar comes in flavors for just about every occasion—no matter where the trail takes you.
DARK CHOCOLATE CHERRY ALMOND
Nutrition Facts
Serv. Size 1 bar (40g)
Serv. Per Container 4
Calories 180
Calories from Fat 80
Amount/Serving %DV*
Total Fat 9g 14%
Sat. Fat 2.5g 13%
Trans Fat 0g
Polyunsat. Fat 1.5g
Monounsat. Fat 4.5g
Cholesterol 0mg 0%
Sodium 115mg 5%
Potassium 160mg 5%
Total Carb. 23g 8%
Dietary Fiber 4g 16%
Insoluble Fiber 2g
Sugars 13g
Other Carb. 6g
Protein 4g
*Percent Daily Values (DV) are based on a 2,000 calorie diet.
Vitamin A 2% • Vitamin C 0% • Calcium 4% Iron 6% • Vitamin E 15% Magnesium 10% • Selenium 2%
LOW GLYCEMIC
INGREDIENTS: ORGANIC ALMONDS, ORGANIC TAPIOCA SYRUP, ORGANIC DRIED CHERRIES (CHERRIES*, DRIED CANE SYRUP*, RICE FLOUR*), ORGANIC DARK CHOCOLATE (DRIED CANE SYRUP*, UNSWEETENED CHOCOLATE*, COCOA BUTTER*, SOY LECITHIN, VANILLA EXTRACT*), ORGANIC COATING (DRIED CANE SYRUP*, PALM KERNEL OIL*, COCOA*, SOY LECITHIN*, VANILLA EXTRACT*), ORGANIC ROASTED SOYBEANS, ORGANIC DRIED CRANBERRIES (CRANBERRIES*, DRIED CANE SYRUP*), ORGANIC INULIN, ORGANIC RICE CRISPS (RICE FLOUR*, DRIED CANE SYRUP*, SALT, CALCIUM CARBONATE), ORGANIC CASHEWS, ORGANIC ALMOND BUTTER, ORGANIC SUNFLOWER OIL, SEA SALT, ORGANIC NATURAL FLAVORS, MIXED TOCOPHEROLS (ANTIOXIDANT). ALLERGEN STATMENT: CONTAINS SOY, ALMONDS, AND CASHEWS. MAY CONTAIN TRACES OF MILK AND OTHER TREE NUTS. MAY CONTAIN NUTSHELL AND PIT FRAGMENTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. *ORGANIC
†Contains 9g total fat.
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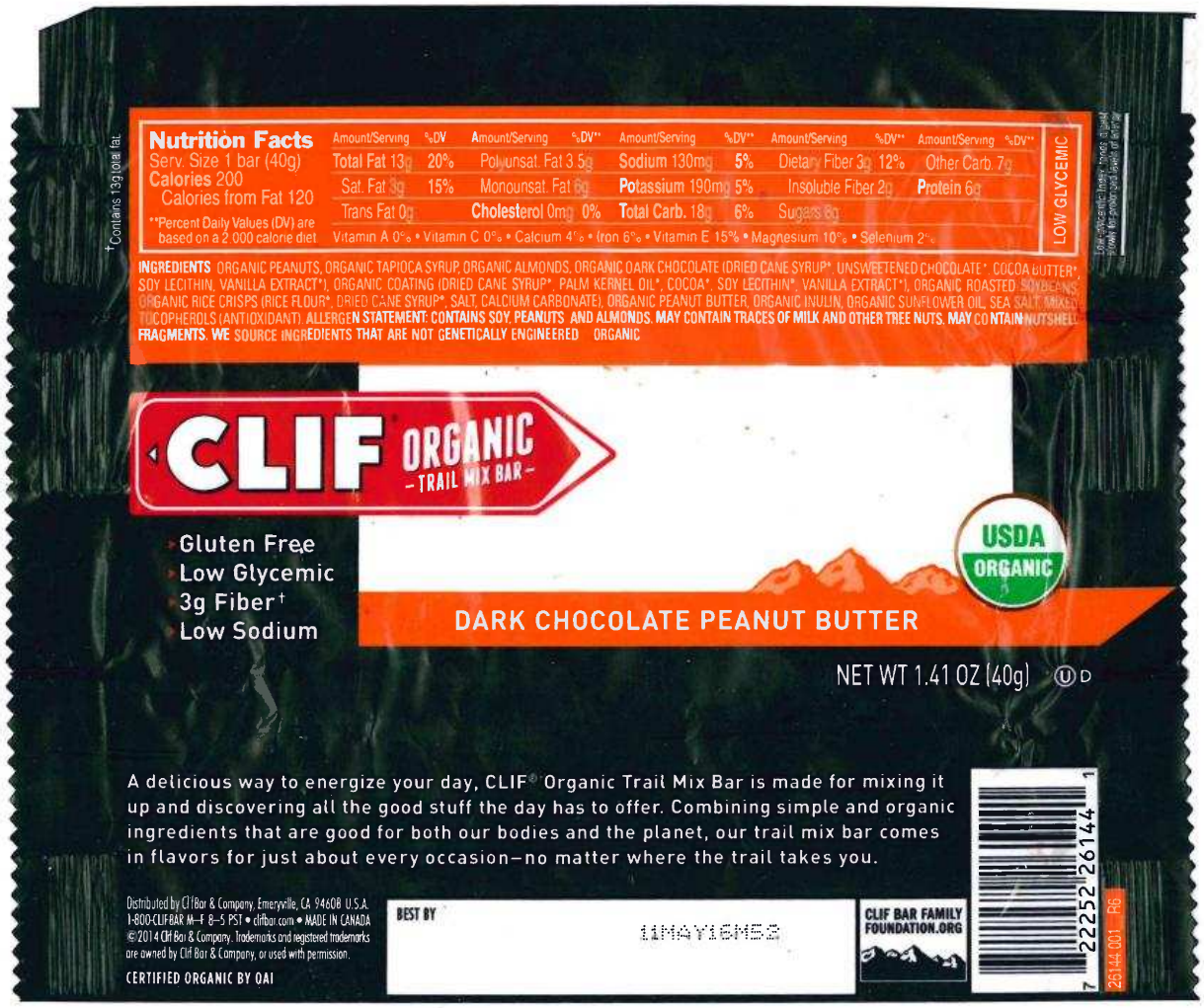
DARK CHOCOLATE CHERRY ALMOND


Nutrition Facts
Serv. Size 1 bar (40g)
Calories 200
Calories from Fat 120
**Percent Daily Values (DV) are based on a 2,000 calorie diet
Amount/Serving %DV Amount/Serving %DV** Amount/Serving %DV** Amount/Serving %DV** Amount/Serving %DV**
Total Fat 13g 20% Polyunsat. Fat 3.5g Sodium 130mg 5% Dietary Fiber 3g 12% Other Carb. 7g
Sat. Fat 3g 15% Monounsat. Fat 6g Potassium 190mg 5% Insoluble Fiber 2g Protein 6g
Trans Fat 0g Cholesterol 0mg 0% Total Carb. 18g 6% Sugars 8g
Vitamin A 0% • Vitamin C 0% • Calcium 4% • Iron 6% • Vitamin E 15% • Magnesium 10% • Selenium 2%
LOW GLYCEMIC
†Contains 13g total fat.
INGREDIENTS: ORGANIC PEANUTS, ORGANIC TAPIOCA SYRUP, ORGANIC ALMONDS, ORGANIC DARK CHOCOLATE (DRIED CANE SYRUP*, UNSWEETENED CHOCOLATE*, COCOA BUTTER*, SOY LECITHIN, VANILLA EXTRACT*), ORGANIC COATING (DRIED CANE SYRUP*, PALM KERNEL OIL*, COCOA*, SOY LECITHIN*, VANILLA EXTRACT*), ORGANIC ROASTED SOYBEANS, ORGANIC RICE CRISPS (RICE FLOUR*, DRIED CANE SYRUP*, SALT, CALCIUM CARBONATE), ORGANIC PEANUT BUTTER, ORGANIC INULIN, ORGANIC SUNFLOWER OIL, SEA SALT, MIXED TOCOPHEROLS (ANTIOXIDANT). ALLERGEN STATEMENT: CONTAINS SOY, PEANUTS AND ALMONDS. MAY CONTAIN TRACES OF MILK AND OTHER TREE NUTS. MAY CONTAIN NUTSHELL FRAGMENTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. *ORGANIC
CLIF ORGANIC
TRAIL MIX BAR
Gluten Free
Low Glycemic
3g Fiber†
Low Sodium
USDA ORGANIC
DARK CHOCOLATE PEANUT BUTTER
NET WT 1.41 OZ (40g)
A delicious way to energize your day, CLIF® Organic Trail Mix Bar is made for mixing it up and discovering all the good stuff the day has to offer. Combining simple and organic ingredients that are good for both our bodies and the planet, our trail mix bar comes in flavors for just about every occasion—no matter where the trail takes you.
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DARK CHOCOLATE PEANUT BUTTER
CLIF ORGANIC TRAIL MIX BAR
Gluten Free
Low Glycemic
3g Fiber†
Low Sodium
NEW
CLIF ORGANIC TRAIL MIX BAR
Gluten Free
Low Glycemic
3g Fiber†
Low Sodium
USDA ORGANIC
DARK CHOCOLATE PEANUT BUTTER
4 BARS NET WT 5.64 OZ (160g) | 1.41 OZ (40g) per bar
DARK CHOCOLATE PEANUT BUTTER
CLIF ORGANIC TRAIL MIX BAR
Gluten Free
Low Glycemic
3g Fiber†
Low Sodium
USDA ORGANIC
DARK CHOCOLATE PEANUT BUTTER
CLIF ORGANIC TRAIL MIX BAR
Gluten Free
Low Glycemic
3g Fiber†
Low Sodium
USDA ORGANIC


CLIF ORGANIC
TRAIL MIX BAR
Gluten Free
Low Glycemic
3g Fiber†
Low Sodium
USDA ORGANIC
DARK CHOCOLATE PEANUT BUTTER
A delicious way to energize your day, CLIF® Organic Trail Mix Bar is made for mixing it up and discovering all the good stuff the day has to offer. Combining simple and organic ingredients that are good for both our bodies and the planet, our trail mix bar comes in flavors for just about every occasion—no matter where the trail takes you.
DARK CHOCOLATE PEANUT BUTTER
Nutrition Facts
Serv. Size 1 bar (40g)
Serv. Per Container 4
Calories 200
Calories from Fat 120
Amount/Serving %DV
Total Fat 13g 20%
Sat. Fat 3g 15%
Trans Fat 0g
Polyunsat. Fat 3.5g
Monounsat. Fat 6g
Cholesterol 0mg 0%
Sodium 130mg 5%
Potassium 190mg 5%
Total Carb. 18g 6%
Dietary Fiber 3g 12%
Insoluble Fiber 2g
Sugars 8g
Other Carb. 7g
Protein 6g
**Percent Daily Values (DV) are based on a 2,000 calorie diet.
Vitamin A 0% • Vitamin C 0% • Calcium 4% • Iron 6% • Vitamin E 15% • Magnesium 16% • Selenium 2%
LOW GLYCEMIC
INGREDIENTS: ORGANIC PEANUTS, ORGANIC TAPIOCA SYRUP, ORGANIC ALMONDS, ORGANIC DARK CHOCOLATE (DRIED CANE SYRUP*, UNSWEETENED CHOCOLATE*, COCOA BUTTER*, SOY LECITHIN, VANILLA EXTRACT*), ORGANIC COATING (DRIED CANE SYRUP*, PALM KERNEL OIL*, COCOA*, SOY LECITHIN, VANILLA EXTRACT*), ORGANIC ROASTED SOYBEANS, ORGANIC RICE CRISPS (RICE FLOUR*, DRIED CANE SYRUP*, SALT, CALCIUM CARBONATE), ORGANIC PEANUT BUTTER, ORGANIC INULIN, ORGANIC SUNFLOWER OIL, SEA SALT, MIXED TOCOPHEROLS (ANTIOXIDANT). ALLERGEN STATEMENT CONTAINS SOY, PEANUTS, AND ALMONDS. MAY CONTAIN TRACES OF MILK AND OTHER TREE NUTS. MAY CONTAIN NUTSHELL FRAGMENTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. *ORGANIC
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23-0905-02
TMB14.846
KLIK-O-K
BOX AND/OR MACHINE
PATENTED IN THE U.S.A.,
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COUNTRIES
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11MAY15MS 23 17

Nutrition Facts
Serv. Size 1 bar (40g)
Calories 190
Calories from Fat 100

**Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**
Total Fat 11g	17%	Polyunsat. Fat 2g		**Sodium** 100mg	4%	Dietary Fiber 3g	12%	Other Carb. 8g	
Sat. Fat 3g	15%	Monounsat. Fat 6g		**Potassium** 150mg	4%	Insoluble Fiber 2g		**Protein** 4g	
Trans Fat 0g		**Cholesterol** 0mg	0%	**Total Carb** 21g	7%	Sugars 10g			

Vitamin A 0% • Vitamin C 0% • Calcium 4% • Iron 8% • Vitamin E 10% • Magnesium 10% • Selenium 2%

LOW GLYCEMIC

Low Glycemic Index foods digest slowly for good long lasting energy

†Contains 11g total fat

INGREDIENTS ORGANIC CASHEWS, ORGANIC TAPIOCA SYRUP, ORGANIC ALMONDS, ORGANIC DARK CHOCOLATE (DRIED CANE SYRUP*, UNSWEETENED CHOCOLATE*, COCOA BUTTER*, SOY LECITHIN, VANILLA EXTRACT*), ORGANIC COATING (DRIED CANE SYRUP*, PALM KERNEL OIL*, COCOA*, SOY LECITHIN*, VANILLA EXTRACT*), ORGANIC DRIED POMEGRANATE ARILS (POMEGRANATE ARILS*, DRIED CANE SYRUP*, CITRIC ACID, LEMON JUICE CONCENTRATE*, POMEGRANATE JUICE CONCENTRATE*), ORGANIC RICE CRISPS (RICE FLOUR*, DRIED CANE SYRUP*, SALT, CALCIUM CARBONATE), ORGANIC ROASTED SOYBEANS, ORGANIC INULIN, ORGANIC ALMOND BUTTER, ORGANIC SUNFLOWER OIL, SEA SALT, CITRIC ACID, ORGANIC RASPBERRY POWDER, NATURAL FLAVORS, MIXED TOCOPHEROLS (ANTIOXIDANT). **ALLERGEN STATEMENT: CONTAINS SOY, ALMONDS, AND CASHEWS. MAY CONTAIN TRACES OF MILK AND OTHER TREE NUTS. MAY CONTAIN NUTSHELL FRAGMENTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.** *ORGANIC

CLIF ORGANIC
– TRAIL MIX BAR –

- Gluten Free
- Low Glycemic
- 3g Fiber†
- Low Sodium

USDA ORGANIC

DARK CHOCOLATE POMEGRANATE RASPBERRY

NET WT 1.41 OZ (40g) ⓤD

A delicious way to energize your day, CLIF® Organic Trail Mix Bar is made for mixing it up and discovering all the good stuff the day has to offer. Combining simple and organic ingredients that are good for both our bodies and the planet, our trail mix bar comes in flavors for just about every occasion–no matter where the trail takes you.

Distributed by Clif Bar & Company, Emeryville, CA 94608 U.S.A.
1-800-CLIFBAR M–F 8–5 PST • clifbar.com • MADE IN CANADA

CERTIFIED ORGANIC BY QAI

BEST BY
15JUN15

CLIF BAR FAMILY FOUNDATION.ORG

7 22252 26145 8


CLIF ORGANIC
TRAIL MIX BAR
Gluten Free
Low Glycemic
3g Fiber†
Low Sodium
NEW
DARK CHOCOLATE POMEGRANATE RASPBERRY
4 BARS NET WT 5.64 OZ (160g) | 1.41 OZ (40g) per bar
USDA ORGANIC


CLIF ORGANIC TRAIL MIX BAR
Gluten Free
Low Glycemic
3g Fiber*
Low Sodium
USDA ORGANIC
DARK CHOCOLATE POMEGRANATE RASPBERRY
A delicious way to energize your day, CLIF® Organic Trail Mix Bar is made for mixing it up and discovering all the good stuff the day has to offer. Combining simple and organic ingredients that are good for both our bodies and the planet, our trail mix bar comes in flavors for just about every occasion—no matter where the trail takes you.
DARK CHOCOLATE POMEGRANATE RASPBERRY
Nutrition Facts
Serv. Size 1 bar (40g)
Serv. Per Container 4
Calories 190
Calories from Fat 100
Amount/Serving %DV* Amount/Serving %DV* Amount/Serving %DV* Amount/Serving %DV*
Total Fat 11g* 17% Monounsat. Fat 6g Total Carb. 21g 7% Other Carb. 8g
Sat. Fat 3g 15% Cholesterol 0mg 0% Dietary Fiber 3g 12% Protein 4g
Trans Fat 0g Sodium 100mg 4% Insoluble Fiber 2g
Polyunsat. Fat 2g Potassium 150mg 4% Sugars 40g
*Percent Daily Values (DV) are based on a 2,000 calorie diet. Vitamin A 0% • Vitamin C 0% • Calcium 4% • Iron 8% • Vitamin E 10% • Magnesium 10% • Selenium 2%
LOW GLYCEMIC
INGREDIENTS: ORGANIC CASHEWS, ORGANIC TAPIOCA SYRUP, ORGANIC ALMONDS, ORGANIC DARK CHOCOLATE (DRIED CANE SYRUP*, UNSWEETENED CHOCOLATE*, COCOA BUTTER*, SOY LECITHIN, VANILLA EXTRACT*), ORGANIC COATING (DRIED CANE SYRUP*, PALM KERNEL OIL*, COCOA*, SOY LECITHIN*, VANILLA EXTRACT*), ORGANIC DRIED POMEGRANATE ARILLS (POMEGRANATE ARILLS*, DRIED CANE SYRUP*, CITRIC ACID, LEMON JUICE CONCENTRATE*, POMEGRANATE JUICE CONCENTRATE*), ORGANIC RICE CRISPS (RICE FLOUR*, DRIED CANE SYRUP*, SALT, CALCIUM CARBONATE), ORGANIC ROASTED SOYBEANS, ORGANIC INULIN, ORGANIC ALMOND BUTTER, ORGANIC SUNFLOWER OIL, SEA SALT, CITRIC ACID, ORGANIC RASPBERRY POWDER, NATURAL FLAVORS, MIXED TOCOPHEROLS (ANTIOXIDANT). ALLERGEN STATEMENT: CONTAINS SOY, ALMONDS, AND CASHEWS. MAY CONTAIN TRACES OF MILK AND OTHER TREE NUTS. MAY CONTAIN NUTSHELL FRAGMENTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. *ORGANIC
*Contains 11g total fat.
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KLIKLOK® BOX LABELING MACHINE PATENTED IN THE U.S.A., CANADA AND OTHER COUNTRIES
DARK CHOCOLATE POMEGRANATE RASPBERRY
BEST BY 18JUN16MS 14:23
CLIF
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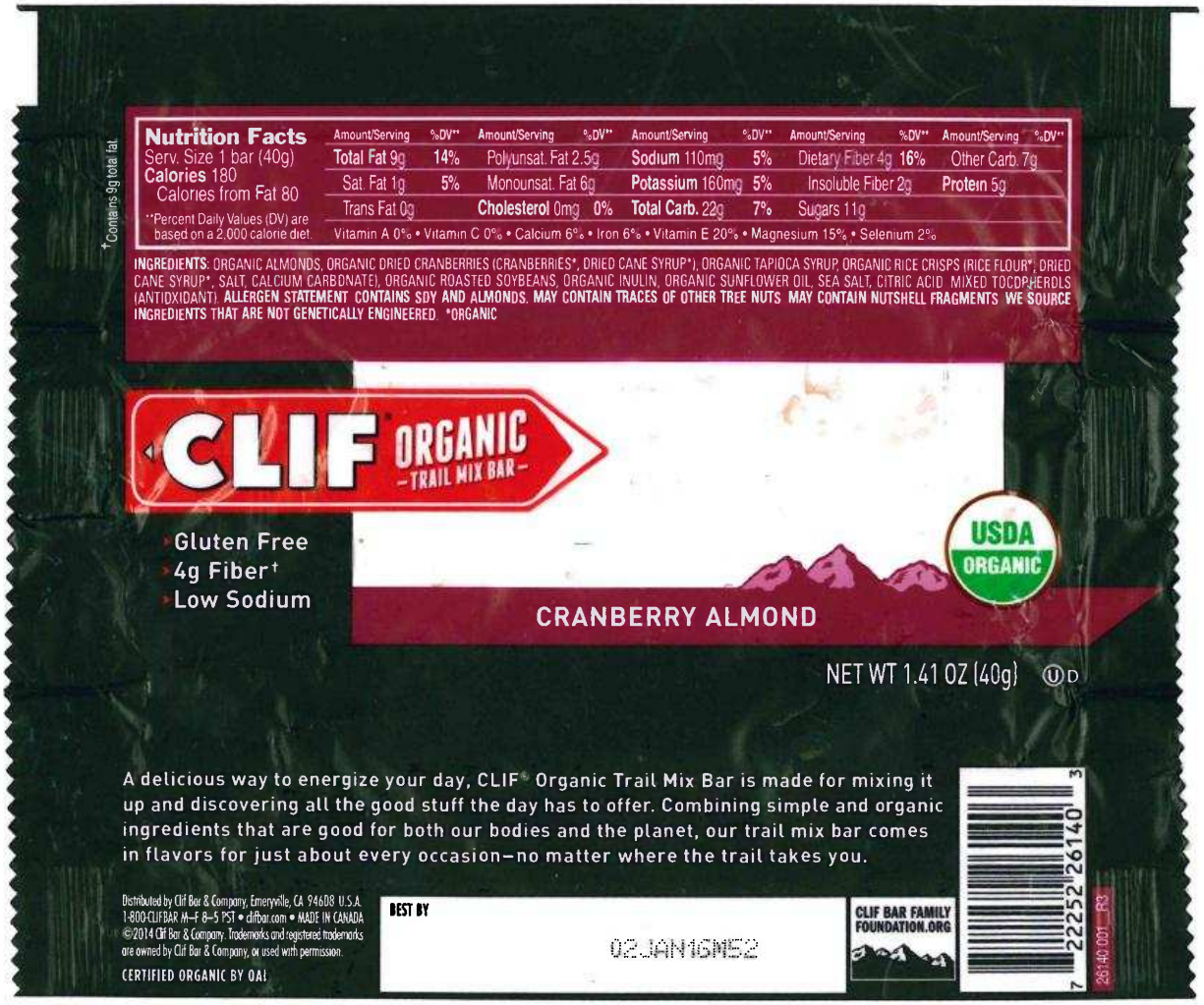
100% recycled materials. Nonetheless cutting no tins. Make 50% post-consumer content. Please recycle.



Nutrition Facts
Serv. Size 1 bar (40g)
Calories 180
Calories from Fat 80

**Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**
Total Fat 9g	14%	Polyunsat. Fat 2.5g		**Sodium** 110mg	5%	Dietary Fiber 4g	16%	Other Carb. 7g	
Sat. Fat 1g	5%	Monounsat. Fat 6g		**Potassium** 160mg	5%	Insoluble Fiber 2g		**Protein** 5g	
Trans Fat 0g		**Cholesterol** 0mg	0%	**Total Carb.** 22g	7%	Sugars 11g			

Vitamin A 0% • Vitamin C 0% • Calcium 6% • Iron 6% • Vitamin E 20% • Magnesium 15% • Selenium 2%

†Contains 9g total fat.

INGREDIENTS: ORGANIC ALMONDS, ORGANIC DRIED CRANBERRIES (CRANBERRIES*, DRIED CANE SYRUP*), ORGANIC TAPIOCA SYRUP, ORGANIC RICE CRISPS (RICE FLOUR*, DRIED CANE SYRUP*, SALT, CALCIUM CARBONATE), ORGANIC ROASTED SOYBEANS, ORGANIC INULIN, ORGANIC SUNFLOWER OIL, SEA SALT, CITRIC ACID, MIXED TOCOPHEROLS (ANTIOXIDANT). **ALLERGEN STATEMENT: CONTAINS SOY AND ALMONDS. MAY CONTAIN TRACES OF OTHER TREE NUTS. MAY CONTAIN NUTSHELL FRAGMENTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED.** *ORGANIC

CLIF ORGANIC
TRAIL MIX BAR

- Gluten Free
- 4g Fiber†
- Low Sodium

USDA ORGANIC

CRANBERRY ALMOND

NET WT 1.41 OZ (40g)

A delicious way to energize your day, CLIF® Organic Trail Mix Bar is made for mixing it up and discovering all the good stuff the day has to offer. Combining simple and organic ingredients that are good for both our bodies and the planet, our trail mix bar comes in flavors for just about every occasion—no matter where the trail takes you.

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Nutrition Facts
Serv. Size 1 bar (40g)
Calories 160
Calories from Fat 70

**Percent Daily Values (DV) are based on a 2,000 calorie diet

Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**	Amount/Serving	%DV**
Total Fat 8g	12%	Polyunsat. Fat 2g		**Sodium** 110mg	5%	Dietary Fiber 4g	16%	Other Carb. 7g	
Sat. Fat 1g	5%	Monounsat. Fat 4.5g		**Potassium** 210mg	6%	Insoluble Fiber 2g		**Protein** 4g	
Trans Fat 0g		**Cholesterol** 0mg	0%	**Total Carb.** 23g	8%	Sugars 12g			

Vitamin A 0% • Vitamin C 0% • Calcium 4% • Iron 6% • Vitamin E 15% • Magnesium 10% • Selenium 2%

†Contains 8g total fat

INGREDIENTS: ORGANIC ALMONDS, ORGANIC ZANTE CURRANTS, ORGANIC TAPIOCA SYRUP, ORGANIC DRIED BLUEBERRIES (WILD BLUEBERRIES*, DRIED CANE SYRUP*), ORGANIC CASHEWS, ORGANIC RICE CRISPS (RICE FLOUR*, DRIED CANE SYRUP*, SALT, CALCIUM CARBONATE), ORGANIC ROASTED SOYBEANS, ORGANIC INULIN, ORGANIC SUNFLOWER OIL, SEA SALT, CITRIC ACID, NATURAL FLAVORS, MIXED TOCOPHEROLS (ANTIOXIDANT). **ALLERGEN STATEMENT: CONTAINS SOY, ALMONDS, AND CASHEWS. MAY CONTAIN TRACES OF OTHER TREE NUTS. MAY CONTAIN NUTSHELL FRAGMENTS.** WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. *ORGANIC

CLIF ORGANIC TRAIL MIX BAR

- Gluten Free
- 4g Fiber†
- Low Sodium

USDA ORGANIC

WILD BLUEBERRY ALMOND

NET WT 1.41 OZ (40g) ⓤD

A delicious way to energize your day, CLIF® Organic Trail Mix Bar is made for mixing it up and discovering all the good stuff the day has to offer. Combining simple and organic ingredients that are good for both our bodies and the planet, our trail mix bar comes in flavors for just about every occasion—no matter where the trail takes you.

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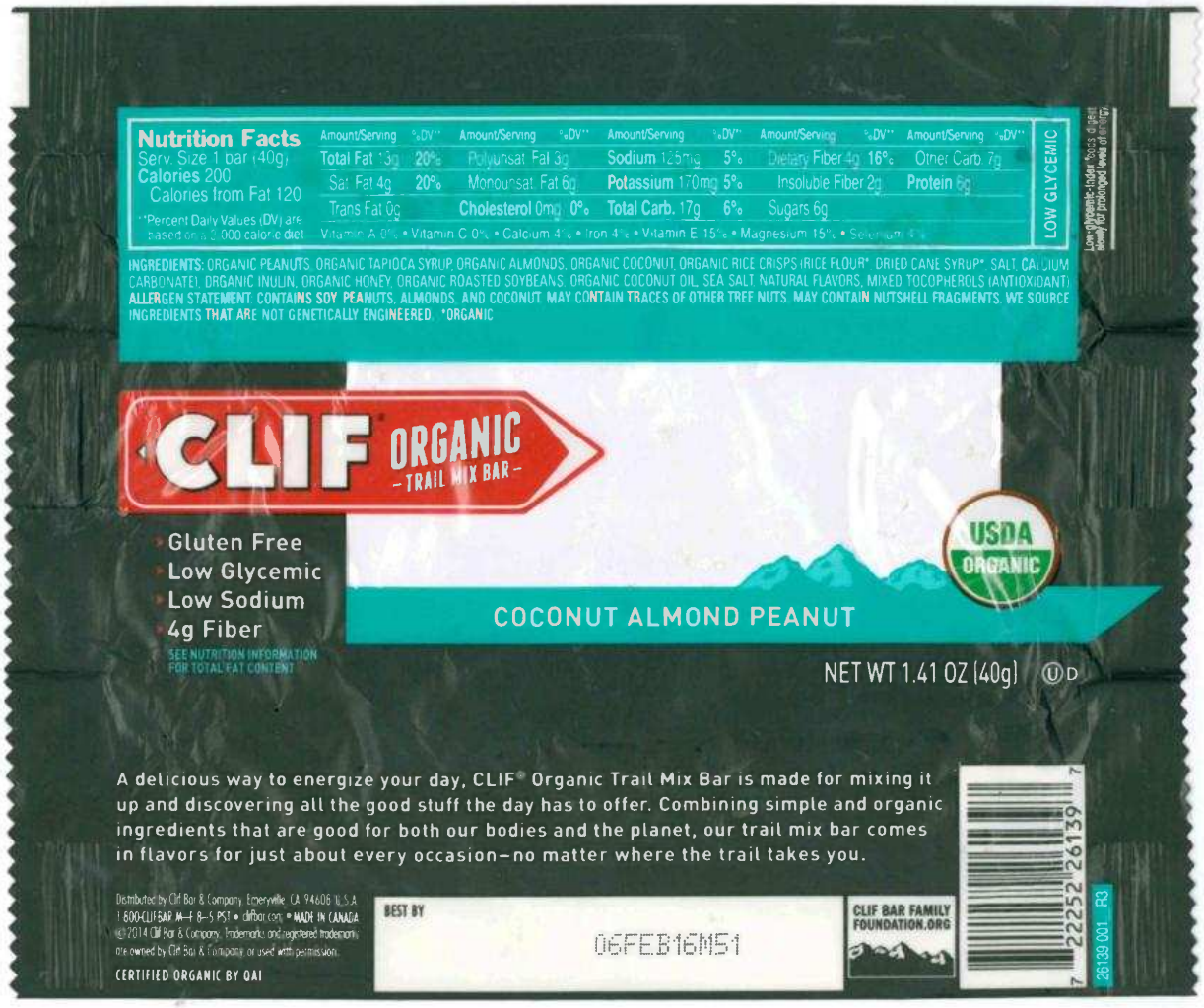
Nutrition Facts
Serv. Size 1 bar (40g)
Calories 200
Calories from Fat 120
*Percent Daily Values (DV) are based on a 2,000 calorie diet
Amount/Serving %DV* Amount/Serving %DV* Amount/Serving %DV* Amount/Serving %DV* Amount/Serving %DV*
Total Fat 13g 20% Polyunsat. Fat 3g Sodium 125mg 5% Dietary Fiber 4g 16% Other Carb. 7g
Sat. Fat 4g 20% Monounsat. Fat 6g Potassium 170mg 5% Insoluble Fiber 2g Protein 6g
Trans Fat 0g Cholesterol 0mg 0% Total Carb. 17g 6% Sugars 6g
Vitamin A 0% • Vitamin C 0% • Calcium 4% • Iron 4% • Vitamin E 15% • Magnesium 15% • Selenium 4%
LOW GLYCEMIC
INGREDIENTS: ORGANIC PEANUTS, ORGANIC TAPIOCA SYRUP, ORGANIC ALMONDS, ORGANIC COCONUT, ORGANIC RICE CRISPS (RICE FLOUR*, DRIED CANE SYRUP*, SALT, CALCIUM CARBONATE), ORGANIC INULIN, ORGANIC HONEY, ORGANIC ROASTED SOYBEANS, ORGANIC COCONUT OIL, SEA SALT, NATURAL FLAVORS, MIXED TOCOPHEROLS (ANTIOXIDANT).
ALLERGEN STATEMENT: CONTAINS SOY, PEANUTS, ALMONDS, AND COCONUT. MAY CONTAIN TRACES OF OTHER TREE NUTS. MAY CONTAIN NUTSHELL FRAGMENTS. WE SOURCE INGREDIENTS THAT ARE NOT GENETICALLY ENGINEERED. *ORGANIC
CLIF ORGANIC
TRAIL MIX BAR
Gluten Free
Low Glycemic
Low Sodium
4g Fiber
SEE NUTRITION INFORMATION FOR TOTAL FAT CONTENT
USDA ORGANIC
COCONUT ALMOND PEANUT
NET WT 1.41 OZ (40g)
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EXHIBIT G

SUPERIOR COURT OF THE STATE OF CALIFORNIA

FOR THE COUNTY OF SAN FRANCISCO

GREG PERIEFF and LINDA CHESLOW, on behalf of themselves and all others similarly situated, Plaintiffs, vs. CLIF BAR & COMPANY, a California corporation, Defendant.	**CASE NO.:** **VENUE DECLARATION OF GREG PERIEFF PURSUANT TO CAL. CIV. CODE SECTION 1780(d)**

I, Greg Perieff, hereby declare:

1. I am a named plaintiff in the above-captioned action.

2. I make this declaration based on my personal knowledge, and if called as a witness, I could and would testify competently to the facts stated herein.

3. The purpose of this declaration is to substantiate the allegation in my Complaint that is filed contemporaneously herewith in the above-captioned action that venue is proper in San Francisco County under Cal. Civ. Code § 1780(d).

4. Defendant Clif Bar & Company sells CLIF Bars and is otherwise doing business in San Francisco County, California.

5. Between February 2013 and September 2015, I purchased CLIF Bars in San Francisco County, California, and a substantial portion of the CLIF Bars at issue in the above-captioned action were purchased San Francisco County, California.

I certify (or declare) under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Executed FEBRUARY 24TH, 2016, in San Francisco, California.

Greg Perieff

SUPERIOR COURT OF THE STATE OF CALIFORNIA

FOR THE COUNTY OF SAN FRANCISCO

GREG PERIEFF and LINDA CHESLOW, on behalf of themselves and all others similarly situated, Plaintiffs, vs. CLIF BAR & COMPANY, a California corporation, Defendant.	**CASE NO.:** **VENUE DECLARATION OF LINDA CHESLOW PURSUANT TO CAL. CIV. CODE SECTION 1780(d)**

I, Linda Cheslow, hereby declare:

1. I am a named plaintiff in the above-captioned action.

2. I make this declaration based on my personal knowledge, and if called as a witness, I could and would testify competently to the facts stated herein.

3. The purpose of this declaration is to substantiate the allegation in my Complaint that is filed contemporaneously herewith in the above-captioned action that venue is proper in San Francisco County under Cal. Civ. Code § 1780(d).

4. Defendant Clif Bar & Company sells LUNA Bars and CLIF Bars and is otherwise doing business in San Francisco County, California.

5. Between February 2013 and December 2015, I purchased LUNA Bars and CLIF Bars in San Francisco County, California, and a substantial portion of the LUNA Bars and CLIF Bars at issue in the above-captioned action were purchased San Francisco County, California.

I certify (or declare) under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Executed February 18 2016, in Santa Rosa, California.

Linda Cheslow

EXHIBIT H

U.S. Food and Drug Administration
Protecting and Promoting *Your* Health

Minerva Dairy Inc 10/9/14

Department of Health and Human Services

Public Health Service
Food and Drug Administration
Cincinnati District Office
Central Region
6751 Steger Drive
Cincinnati, OH 45237-3097
Telephone: (513) 679-2700

FAX: (513) 679-2775

Via United Parcel Service

October 9, 2014

Adam P. Mueller, President
Minerva Dairy, Inc.
430 Radloff Avenue
Minerva, Ohio 44657

WARNING LETTER
CIN-15-431214-02

Dear Mr. Mueller:

The U.S. Food and Drug Administration (FDA) conducted an inspection of your cheese and butter manufacturing facility located at 430 Radloff Avenue, Minerva, OH 44657, from February 28, 2014 through March 10, 2014. During the inspection of your facility, we collected product labels for your Greek yogurt butter products. We have reviewed your product labels and find that your labels cause certain products to be misbranded within the meaning of section 403 [21 U.S.C. § 343] of the Federal Food, Drug, and Cosmetic Act (the Act) and the implementing regulations under Title 21, Code of Federal Regulations, Part 101 (21 CFR 101). You may find the Act and FDA's regulations through links on FDA's home page at **www.fda.gov (http://www.fda.gov/)**.

Our review identified the following violations:

1. Your All Natural Ilios Greek Yogurt Butter is misbranded within the meaning of section 403(r)(1)(A) of the Act [21 U.S.C. § 343(r)(1)(A)] because the product label bears nutrient content claims, but the product does not meet the requirements to make the claims.

Under section 403(r)(1)(A) of the Act [21 U.S.C. § 343(r)(1)(A)], a claim that characterizes the level of a nutrient which is of the type required to be in the labeling of the food must be made in accordance with a regulation authorizing the use of such a claim. Characterizing the level of a nutrient on food labeling without complying with the specific requirements pertaining to the nutrient content claims for that nutrient misbrands the product under section 403(r)(1)(A) of the Act.

The label of your All Natural Ilios Greek Yogurt Butter product bears an implied nutrient content claim because it displays statements suggesting that the product may be useful in maintaining healthy dietary practices. Those statements are made in connection with claims or statements about nutrients. Specifically, the label of your All Natural Ilios Greek Yogurt Butter product bears the claim "A Healthy Butter!" in connection with the following statements under the "Nutritional Facts" on your product label, which compare the fat, calorie, cholesterol, and sodium content of your product to that of butter: "15% less fat" ("When compared to butter"), "15% less cholesterol," "10% less calories," and "50% less sodium."

However, this product does not meet the requirements for the use of the nutrient content claim "healthy" that are set forth in 21 CFR 101.65(d)(2). In accordance with 21 CFR 101.65(d)(2), you may use the term "healthy" as an implied nutrient content claim on the label or labeling of a food provided that the food, among other requirements, is "low saturated fat" as defined in 21 CFR 101.62(c)(2) (i.e., the food has a saturated fat content of 1 g or less per Reference Amount Customarily Consumed (RACC) and no more than 15 percent of calories from saturated fat). According to the Nutrition Facts panel, your All Natural Ilios Greek Yogurt Butter contains 6 g of saturated fat per 14 g serving of the food. This amount exceeds the maximum of 1 g of saturated fat per RACC and the maximum of 15% of calories from saturated fat in the "low saturated fat" definition. See 21 CFR 101.62(c)(2).

Furthermore, in accordance with 21 CFR 101.65(d)(2), you may use the term "healthy" as an implied nutrient content claim on the label or labeling of a food provided that the food, among other requirements, contains at least 10 percent of the Reference Daily Intake or the Daily Reference Value per RACC of one or more of the following nutrients: vitamin A, vitamin C, calcium, iron, protein, or fiber. Your All Natural Ilios Greek Yogurt Butter product contains 6% Vitamin A, 0% Vitamin C, 5% Calcium, 0% Iron, 0.5 mg of Protein, and no declared value for fiber and thus does not meet the minimum requirement of at least 10% of the percent Daily value per RACC for one or more of these nutrients. Accordingly, this product does not meet the requirement for use of the implied nutrient content claim "healthy" on a food label [21 CFR 101.65(d)(2)]. We further note that the label includes an additional implied nutrient content claim "good for you," which is an unauthorized synonym for "healthy.

In addition, in accordance with 21 CFR 101.62(b)(4)(i), to bear the nutrient content claim "less fat," a food such as your All Natural Ilios Greek Yogurt Butter must contain at least 25% less fat per RACC than the reference food. According to the product label, this product contains only "15% less fat (When Compared to Butter)." Accordingly, this product does not meet the requirement for use of the nutrient content claim "less fat" on a food label [21 CFR 101.62(b)(4)(i)].

In accordance with 21 CFR 101.62(d)(4), to bear the nutrient content claim "less cholesterol," a food such as your All Natural Ilios Greek Yogurt Butter must contain at least 25% less cholesterol per RACC than the reference food, and it must contain less than 2 g of saturated fat per RACC. According to the product label, this product contains only "15% less cholesterol (When Compared

to Butter)" and 6 g of saturated fat. Accordingly, this product does not meet the requirement for use of the nutrient content claim "less cholesterol" on a food label [21 CFR 101.62(d)(4)].

In accordance with 21 CFR 101.60(a), a claim about the calorie content of a food may only be made on the label or labeling of a food if, among other requirements, the claim uses one of the terms defined in 21 CFR 101.60 in accordance with the definition for that term. 21 CFR 101.60(b)(4) authorizes the use of the terms "reduced calorie," "reduced in calories," "calorie reduced," "fewer calories," "lower calorie," and "lower in calories" for foods that contain at least 25% fewer calories per RACC than the reference food. Even if "less calories" were authorized under 21 CFR 101.60(b)(4), your All Natural Ilios Greek Yogurt Butter does not contain at least 25% fewer calories than the reference food. According to the product label, this product contains "10% less calories (When Compared to Butter)." Accordingly, the claim "less calories" is not authorized.

In accordance with 21 CFR 101.61(b)(6)(ii)(B), to bear the nutrient content claim "less sodium," a food such as this yogurt butter product must, in part, declare the quantitative information comparing the level of sodium in the product per labeled serving with that of the reference food, and it must be declared adjacent to the "less sodium" claim. However, the product label for this All Natural Ilios Greek Yogurt Butter product does not include this information; accordingly, the product does not meet the requirement for use of the nutrient content claim "less sodium" on a food label [21 CFR 101.61(b)(6)(ii)(B)].

2. Your All Natural Ilios Greek Yogurt Butter and **(b)(4)** products are misbranded within the meaning of section 403(i)(1) of the Act [21 U.S.C. § 343(i)(1)] because the labels fail to bear the common or usual name of the food in accordance with 21 CFR 101.3(b). Specifically, the labels declare "Greek Yogurt Butter" as the statement of identity; however, butter is not an appropriately descriptive term or phrase that adequately describes the basic nature of the product. The Act of March 4, 1923 (21 U.S.C. 321a), defines butter as "the food product usually known as butter, and which is made exclusively from milk or cream, or both, with or without common salt, and with or without additional coloring matter, and containing not less than 80 per centum by weight of milk fat, all tolerances having been allowed for." This definition does not include the addition of other ingredients. According to the product formulation sheets, yogurt powder is added to the butter during the last stage of the churning process.

3. Your All Natural Ilios Greek Yogurt Butter and **(b)(4)** products are misbranded within the meaning of section 403(i)(2) of the Act [21 U.S.C. § 343(i)(2)] because they are fabricated from two or more ingredients, but the label fails to bear the common or usual name of each ingredient, as required by 21 CFR 101.4(b)(2)(ii). For example, your products are manufactured using lactic acid; however, you fail to declare lactic acid in the ingredient statements.

4. Your All Natural Ilios Greek Yogurt Butter product is misbranded within the meaning of Section 403(q) of the Act [21 U.S.C. § 343(q)] in that the nutrition facts information is not in an appropriate format. For example:

- The label fails to declare dietary fiber as required by 21 CFR 101.9(c)(6)(i).
- The label fails to declare sugars as required by 21 CFR 101.9(c)(6)(ii).

The above violations are not meant to be an all-inclusive list of violations that may exist in connection with your products or their labeling. It is your responsibility to ensure that your products comply with the Act and its implementing regulations. You should take prompt action to correct the

violations. Failure to promptly correct the violations may result in regulatory action without further notice, including, without limitation, seizure and injunction.

COMMENTS:

- The Illios product label includes the phrase "pure rBST free cream"; however, the required accompanying statement, "not significant difference has been shown between milk derived from rbST-treated and non-rbST treated cow" is not included (Interim Guidance on the Voluntary Labeling of Milk and Milk Products From Cows That Have Not Been Treated With Recombinant Bovine Somatotropin, 59 FR 6279).
- The firm name and address on the Illios product and Dutch Farm product labels does not include a street address as required by 21 CFR 101.5(d).

Please respond to this letter within 15 days from receipt with the actions you plan to take in response to this letter, including an explanation of each step being taken to correct the current violations and prevent similar violations. Include any documentation necessary to show that correction has been achieved. If you cannot complete corrective action within 15 working days, state the reason for the delay and the time within which you will complete the corrections.

Please send your reply to the Food and Drug Administration, Attention: Allison C. Hunter, Compliance Officer, 6751 Steger Drive, Cincinnati, Ohio 45237. If you have questions regarding any issues in this letter, please contact Allison C. Hunter, Compliance Officerat (513) 679-2700 extension 2134.

Sincerely,
/S/
Paul J. Teitell
District Director
Cincinnati District

Close Out Letter

- **Minerva Dairy Inc - Close Out Letter 7/28/15 (/ICECI/EnforcementActions/WarningLetters/2015/ucm456373.htm)**

More in 2014 (/ICECI/EnforcementActions/WarningLetters/2014/default.htm)