



**OPTIBAR®**  
*For Next Gen Bars*

- High protein content
- Sugar reduction
- Perfect texture & taste

**GELITA**

# Elevate Your Protein Bars

With **OPTIBAR®**

## The Ultimate Ingredient for Superior Texture and Innovation

Unlock the potential of your protein bars with OPTIBAR®, the ideal solution for achieving perfect and homogenous textures across all protein levels. With its exceptional solubility, OPTIBAR® ensures that your bars maintain a consistent quality, no matter the protein content. As the protein percentage increases, the role of OPTIBAR® becomes even more crucial in delivering the premium results your consumers expect.



### Protein Content

> 60 %	OPTIBAR® is the only way to achieve extremely high protein levels in bars.
> 40 %	OPTIBAR® for an indulgent and soft texture.
< 40 %	OPTIBAR® as bar softener to optimize texture.

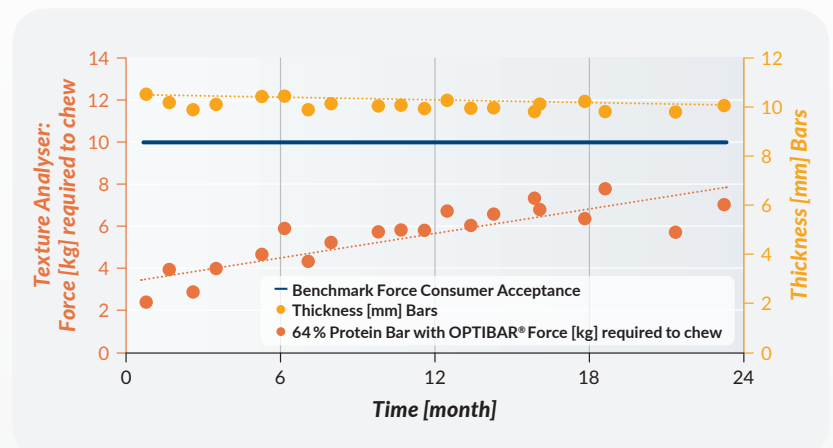
## Innovative Solutions for High-Protein Bars

OPTIBAR® is the optimal choice for enhancing your protein bar recipes. Designed to improve texture and ensure long-term softness stability, OPTIBAR® sets a new market standard. Ideal for recipes exceeding 50 % protein content, OPTIBAR® transcends traditional ingredients, unlocking new realms of innovation. It empowers you to craft protein bars with exceptionally high protein content while preserving a consistently soft and homogeneous texture.

## Proven Performance

OPTIBAR® stands for more than just immediate improvement — it delivers lasting quality. Extensive testing confirms that protein bars made with OPTIBAR® retain their softness and shape stability over shelf life. This ensures your product remains consistent in texture and appearance from production to consumption, offering reliable quality your customers can count on over time.

### Softness and Form Stability: 64 % Protein Bar



Choose OPTIBAR® for your protein bars and experience the difference in texture, quality, and consumer satisfaction. Let OPTIBAR® transform your products and lead the way in the competitive protein bar market.





# Transform Your Cereal Bars

## With OPTIBAR®

### The Sugar-Free Binding Solution

Elevate your cereal bar offerings with OPTIBAR®, a revolutionary ingredient that enhances both the nutritional profile and functionality of your products. Traditionally, cereal bars have depended on sugar-rich syrups to bind ingredients together. Being a protein, OPTIBAR® changes the game by providing a sugar-free alternative that not only binds effectively but also aligns with current health trends.

### Sugar-Free Innovation With Functional Benefits

OPTIBAR® is not just a protein enhancer; it can be used in versatile binders that work seamlessly with a variety of cereal bar components. This allows for the creation of crunchy, visually appealing cereal bars that can proudly bear 'sugar-free', 'sugar-reduced', and 'low-sugar' claims (e.g. compliant with EU Regulation 1924/2006). With OPTIBAR®, you can meet the growing consumer demand for healthier snack options without compromising on taste or texture.

### Versatile and Neutral for Diverse Applications

With its excellent bioavailability and neutral flavor profile, OPTIBAR® is ideal for both sweet and savory cereal bar formulations. It offers flexibility in product development, easily incorporating flavors, sweeteners, colorants, and dietary fibers. OPTIBAR® also pairs well with a broad range of nutrients, including vitamins and minerals, as well as other ingredients like dried fruits and cereals, enabling you to create complex, nutrient-rich snack options.

### Natural and Clean Label Friendly

OPTIBAR® is a completely natural solution, free from GMOs and E-numbers, supporting the clean label movement that is increasingly influencing consumer choices. By using OPTIBAR® in your cereal bars, you are not only offering a healthier, sugar-free option but also a product that consumers can trust and feel good about.



# Choose OPTIBAR® for Your Perfect Bar!

Adopt OPTIBAR® in your protein and cereal bar recipes and set your brand apart in the competitive snack market. Offer your customers delicious, innovative, and health-conscious snack bars that cater to their dietary preferences and lifestyle. With OPTIBAR®, you are not just making bars; you are crafting the future of healthy snacking.

## Tailored Solutions for Consumer Needs

Choose GELITA as your partner for innovative and tailor-made solutions in the food & supplement industry. Our commitment to excellence ensures top-quality ingredients that help differentiate your products in the competitive market. With GELITA, bring your visionary ideas to life and create outstanding products that truly convince.

### Benefits of OPTIBAR® in Protein and Cereal Bars



- Extremely high protein content possible



- Sugar reduced/  
sugar-free cereal bars



- Perfect taste and mouthfeel



- Texture and shape stability over shelf life



- Easy recipe adoption

- Purine, lactose and GMO free

- Clean label

- Natural



Want to know more about OPTIBAR®?  
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