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RXBAR expands Beyond the Bar with new protein energy bites

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RXBAR, a brand known for its transparency and No B.S. promise, believes that simple and nutritious food should also taste great. That belief inspired the brand's latest innovation: RXBAR Protein Energy Bites â?? a delicious, multi-layer snacking option that takes RXBAR beyond the bar and into an entirely new format.

While "bites" currently account for just 1 per cent of the protein and wellness snack category, consumers are increasingly seeking smaller, texture-rich snacks made with simple, nutrient-dense ingredients that provide real energy without added sugar or fillers. RXBAR Protein Energy Bites were created to meet that demand, delivering 8â??10 grams of protein per serving and a good source of fibre â?? an important nutrient most Americans fall short on â?? to help power busy lifestyles with fueling energy.

Each RXBAR Protein Energy Bite features a chewy outer layer and creamy peanut butter filling, offering a satisfying, multi-textural experience that's as delicious as it is functional. They are made with just a handful of recognisable ingredients, including peanut butter, egg whites, dates, and apples, and are available in two delectable flavours:

Dark Chocolate Peanut Butter â?? A rich, chocolatey shell with roasted peanuts and a smooth peanut butter centre.

Strawberry Peanut Butter â?? A chewy, fruit-forward bite with bright strawberry notes and smooth peanut butter.

"RXBAR Protein Energy Bites are a natural next step for the brand," said Eileen Flaherty-Yao, Senior Director, Brand Marketing at Kellanova. "People want convenient, bite-sized snacks made with simple ingredients and great flavour, and this innovation delivers exactly that. By pairing protein with a good source of fibre in a novel format, we're offering an easy way to stay energised no matter what the day looks like, and a whole new way to enjoy RXBAR."