

# Textured Delights

Redefining indulgence through texture innovation, these snacks deliver a fun, satisfying multisensory experience and offer a delightful mix of features for kids and adults.

Elevating the indulgent side of the snack bar category could be a strong innovation pathway. Brands exploring indulgence in a new way might delve into novel textural experiences or premium ingredients.

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## Light Layers

Perfectly balanced for a moment of indulgence without the heaviness, these snack bars offer a crisp, delicate crunch complemented by smooth, velvety layers of bold flavor.



**Wholesome Provisions**, Protein Wafer Squares deliver a delightful blend of irresistible flavors layered with **light, crispy-textured wafers**. These bars also pack an impressive 15 grams of protein per serving.

**Flavors:** Vanilla, Mocha, Chocolate, Lemon, Chocolate Raspberry

## Decadent Crunch

Crispy ingredients create a multisensory crunch, turning each bite into an exploration of sound, texture, and flavor. Every mouthful strikes the perfect balance of indulgence and crunch to awaken the senses.



**Choco Crisp Perfect Bars** offer a crunch-forward snacking experience, blending **freshly ground peanut and cashew butters with quinoa** for a cookie dough-like texture, topped with a layer of dark chocolate and a **sprinkle of toasted oats**.

**Flavors:** Choco Crisp, Fruit Crisp

## Ooey-Gooey

These bars offer decadent, soft centers that ooze with rich flavor, reminiscent of desserts. They provide a flavorful, treat-like experience, while being packed with nourishing ingredients for a healthier indulgence.



**Built Puff Bars** feature a soft, gooey center, similar to a marshmallow, created by a **blend of whey protein isolate, glycerin, and tapioca syrup**, which help create its gooey texture. It's then coated in a delicious chocolatey shell for a satisfying treat.

**Flavors:** Cookie Dough, Peanut Butter, Brownie Batter, Banana Cream Pie, Double Chocolate, Coconut, Churro, Salted Caramel, Cookies n' Cream, S'mores Chocolate Milk Shake

## Cross-Over Formats

Brands are pushing the boundaries of traditional snack bars by merging them with popular food items in familiar formats, creating a fun and versatile snacking experience.



**General Mills** took their best-selling cereals and transformed them into a convenient, **soft-baked muffin-like bar** for school lunch boxes or on-the-go snacks. They're made with whole grain oats and whole wheat flour.

**Flavors:** Cocoa, Cinnamon Toast, Graham Cracker