

Avoiding Common Mistakes **in Your Bar Development**

Because you work hard to make a bar that consumers will love, we're sharing tips to keep your bar project on track. Take a look and let us know how we can help you deliver something delicious!

Pitfall 1: Rushing the Equilibration

It's important to keep in mind that most bars will equilibrate 80-90% in the first two weeks. However, it can take up to 16 weeks for a bar to fully equilibrate.

Short term impact

Rushing equilibration can result in major profile and impact changes within the first few days. On day 0-1, there may be strong peaks of flavor or off-notes that will mellow and blend by day three. Even if a bar doesn't initially taste the way you want it to, it doesn't mean the profile won't improve over time. Texture-wise, most bars are more pliable and less solid on the first day, but will harden dramatically over the first two weeks. This will affect your flavor delivery and mouthfeel. For example, if your whey protein bar is the "right" texture on day 0, it will be hard as a brick a few days later because it absorbs water rapidly. It takes around two weeks for the water to bind, so on day 0, it should feel like a lot of extra liquid; resulting in a better protein bar later.

Long term impact

Improper equilibration can reveal itself in the long term as it affects flavor in the first four months post-production. Let's take a caramel macchiato flavored bar as an example. In the first month post-production, the coffee may be strong but over time that may fade while the caramel note comes out stronger. Proper equilibration can prevent these long-term effects from happening. With regards to texture, rushing equilibration has a long-term impact on texture as well because post-production and over the length of the shelf-life bars typically get harder or drier depending on the bar type and its ingredients. This may lead to the development of off-notes not seen in early development and major changes in mouthfeel.

Pitfall 2: Simply Requesting "Water Soluble"

This is one of the most common mistakes that we see. When requesting a flavor, giving as much information as possible is incredibly helpful. If this is the only information they have, your flavor supplier will likely come back and request more details about your end applications. Different carriers will work differently depending on your bar and the processing it undergoes. Your time is precious—so avoid wasting time on that back and forth, whenever possible.

Pitfall 3: Forgetting To "Consider the Carrier"

Not all carriers perform the same way in each bar application. Consider these aspects in your development but know that your flavor supplier should be able to customize a solution that is right for you and your product.

- **Proplyene Glycol:** Can form a complex with some proteins causing flavors to be bound and avoid a loss of impact over time, resulting in a better protein bar later.
- **Water:** Due to the water holding capacity of various proteins, water can affect the final texture for bars by causing hardening and dryness.
- **Alcohol:** In low heat applications, such as protein bars, alcohol may deliver a characteristic alcohol flavor in addition to the desired profile.

Need to know which pitfalls to avoid?

Need actionable solutions with speed at every step?

We have so much to share. Let's talk.