

# Chocolate Cheerios Energy Bar

Start the morning off right or reach for this portable snack to fuel up throughout the day. This satisfying bar is convenient, portable, delicious and nutritious.



## MARKET INSIGHTS

- There is a growing demand for more natural and nutritious products as consumers pay closer attention to food labels.
- Dairy's flavor helps satisfy consumers' cravings and is naturally appealing.
- Nutrition studies show that higher protein diets can increase satiety, or a feeling of fullness.

## INGREDIENTS

	Usage Levels (%)
Cereal, Cheerios	4.37
<b>Whey protein crisp</b>	<b>8.74</b>
Cherries, tart, dried	13.66
Nuts, almonds, slivered, USDA	5.46
Seeds, sunflower, kernels, unsalted	5.46
Peanut Butter, creamy	10.93
Almond Butter	10.93
Honey, clover	10.93
Syrup, brown rice, Sweet Dreams, 16 oz bottle	5.46
Vanilla extract	0.55
Flavor, almond extract	0.55
<b>Whey protein isolate</b>	<b>2.73</b>
<b>Yogurt compound coating</b>	<b>16.94</b>
Seed, sesame, whole, rstd. tstd.	3.28
<b>Total</b>	<b>100.00</b>

## BENEFITS OF USING U.S. DAIRY

### Whey Crisps

- Provide additional high-quality protein in a delicious, crunchy texture
- Versatility with tailored sizes, colors and flavors

### Whey Protein

- Boosts protein content in the food
- Easily digested and absorbed by the body
- Neutral taste well-suited for fruit-flavored snacks

### Yogurt Coating

- Yogurt adds a delicious flavor
- Yogurt powders can provide important nutrients found in milk, including protein (check product specifications for details)

## NUTRITIONAL CONTENT

### U.S. Label

## Nutrition Facts

Serving Size (50g)	
Servings Per Container	
<b>Amount Per Serving</b>	
<b>Calories 240</b>	<b>Calories from Fat 120</b>
	<b>% Daily Value*</b>
<b>Total Fat 13g</b>	<b>20%</b>
Saturated Fat 4.5g	<b>23%</b>
Trans Fat 0g	
<b>Cholesterol 0mg</b>	<b>0%</b>
<b>Sodium 85mg</b>	<b>4%</b>
<b>Total Carbohydrate 22g</b>	<b>7%</b>
Dietary Fiber 2g	<b>8%</b>
Sugars 14g	
<b>Protein 10g</b>	<b>20%</b>
Vitamin A 6%	• Vitamin C 2%
Calcium 6%	• Iron 10%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Saturated Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g
Protein	50g	65g

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

# Chocolate Cheerios Energy Bar

## PREPARATION

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1. **Mix Cheerios, whey protein crisps, cherries, almonds, sunflower and sesame seeds together in a medium size bowl; set aside.**
2. **Spray 1-inch deep 9x13 pan with no-stick cooking spray; set aside.**
3. **Over medium-low heat, stir peanut butter, almond butter, honey, brown rice syrup, vanilla and almond extracts until melted.**
4. **Stir in whey protein isolate and working quickly, blend with dry ingredients pressing evenly into treated pan; set aside to cool for one hour.**
5. **Pour yogurt compound coating evenly over cooled bars.**

Rely on the dynamic lineup of U.S. dairy to meet consumer demands in global product development. The U.S. Dairy Export Council® (USDEC) offers resources on [ThinkUSAdairy.org](http://ThinkUSAdairy.org) including a dairy ingredient supplier search, consumer, nutrition and product research, technical insights and prototype assistance to help develop and launch your next successful product. [@ThinkUSAdairy](https://twitter.com/ThinkUSAdairy)

This formula serves as a reference. Product developers are encouraged to modify the formula to meet manufacturing and finished product specifications needs. Developed at the Wisconsin Center for Dairy Research, University of Wisconsin-Madison. ©2014 U.S. Dairy Export Council.