

GENKI BAR® FACT SHEET



- Genki Bar® is the first science based natural sport performance bar with lentils as the main ingredient.
- Genki Bar® also contains oats, fruits, and nuts: all simple, wholesome ingredients that provide a slow release of energy – perfect for endurance events and long training sessions.
- Genki Bar® is a great tasting and healthier alternative to leading sport performance bars.
- Genki Bar® is made with natural ingredients and uses the power of the best, non-altered (non GMO), Canadian lentils – a true super food.
- Genki Bars are produced in Canada, with research and testing conducted through the University of Saskatchewan

GENKI BAR PERFORMANCE AND HEALTH:

Each 40g of Genki Bar® contains:

- 7 grams of **high quality protein**
- 23 grams **slow burning carbs**
- 2.5 grams of **healthy fats**
- 4 grams of **fibre**
- 9 grams of sugar per serving
- **High level of BCAA**
- **All essential and non essential** amino acids for muscle development and recovery
- **Natural source** of vitamins and minerals
 - **selenium**, an antioxidant
 - **folate, thiamine, and vitamin B6**, a factor in energy metabolism and tissue formation
 - **iron**, a factor in red blood cell formation, energy production, muscle growth and function
 - **zinc and magnesium**, a factor in energy metabolism and tissue formation
 - **manganese**, a factor in bone and tissue development and fat synthesis
 - **phosphorous**, a factor in formation and maintenance in bone and teeth, aids in metabolism
 - **potassium**, a factor in fluid balance, glycogen and protein synthesis
 - **copper**, a factor in red blood cell production and energy production

Genki Bar® has:

- No preservatives or additives
- No filler, all food
- No artificial sweeteners or sugar alcohols
- No artificial colours or flavours
- No trans fat
- No soy
- No added minerals or vitamins
- Free of cholesterol
- Low in saturated fats
- Low in sodium

OPTIMIZE YOUR TRAINING!

So, whether you are a professional athlete, an endurance competitor, weekend warrior or junior athlete, healthy and delicious Genki Bar® will provide your body with sustaining energy.

Eat 1 to 2 Genki Bar® 30 to 60 minutes before you event with a glass of water for optimum metabolic efficiency. For maximum recovery we recommend you consume Genki Bar® within 60 minutes after your event.

BE GENKI!

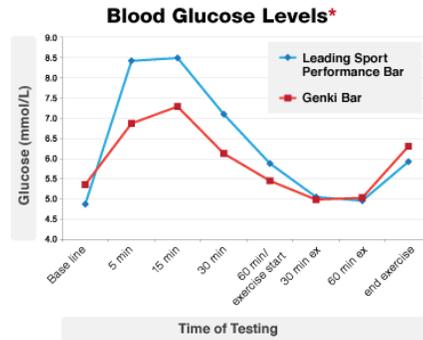
Genki is a Japanese word meaning power, strength and energy... that IS Genki Bar®!

GENKI BAR® THE SCIENCE

Genki Bar® boosts exercise metabolism and helps you fight the crash!

Recent trials conducted at the University of Saskatchewan between Genki Bar® and with that of another leading sport performance bar, on 11 well-trained athletes showed that consuming a Genki Bar® before exercise **enhanced exercise metabolism while maintaining endurance performance**¹.

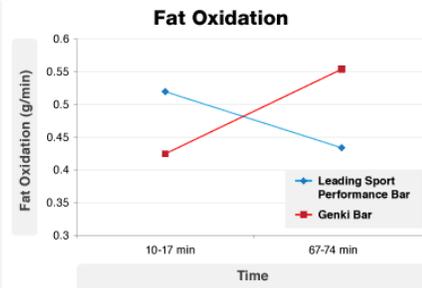
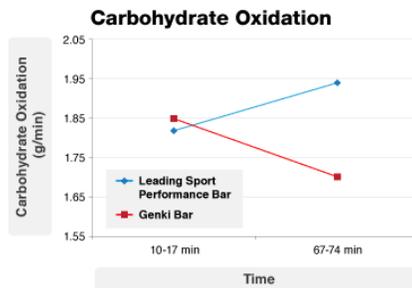
Genki Bar® exhibits the characteristics of a low glycemic index carbohydrate to help you fight the "crash"!



* Blood glucose levels were measured immediately before and 5, 15 and 30 minutes after consumption of food as well as at 0, 30 and 60 minutes of exercise and post exercise

The leading sport performance bar resulted in higher pre-exercise glucose levels (i.e. a higher glycemic index) after consumption, compared to the Genki Bar®. Studies have shown foods with a low glycemic index release glucose slower and at a more sustained rate, and can offer a more lasting energy source during endurance exercise.

Genki Bar® has a lower carbohydrate oxidation and a higher fat oxidation during exercise, thereby sparing carbohydrates and maintaining energy stores.



Genki Bar® is especially formulated with a unique blend of complementary proteins to provide optimal recovery

Genki Bar® has a high level of Branch Chain Amino Acids (BCAA) which has been found in studies to improve recovery from a 'stress' (exercise is a stress to a body). Genki Bar® also has high proportion of the metabolically important glucogenic amino acids such as Glutamate, Aspartate, Glycine, Proline, and Serine. Studies have shown that BCAA and glucogenic amino acids can accelerate the repair of muscle damage after exercise, increase the contribution of oxidative metabolism in energy production and delay muscle fatigue during exercise performed above the anaerobic threshold.

Learn more and see what other athletes have to say about Genki Bar® go to www.genki-bar.com

¹ Effect of a lentil-based sport nutrition bar versus the PowerBar on endurance exercise performance; Rooke, J.J. Gill, M., Zello*, Chilibeck, P.D., College of Pharmacy and Nutrition* University of Saskatchewan, 2009