

# INDI



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|  | Brand       | INDI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|  | Product SKU | BRAINBAR-SRP12                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|  | Name        | Brain Bar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|  | Description | <p>INDI Brain Bar has a deliciously rich chocolate and berry flavour. It is packed with nutrient-dense whole foods to support focus, mental energy, and help reduce fatigue.</p> <p>Like our much-loved Gut Bar, Brain Bar is a raw, cold-pressed snack with a satisfyingly chewy almond butter and date base. The crunch comes from brain-boosting walnuts, puffed quinoa and flax seeds, while cranberries, blueberries, and haskap berries provide the perfect balance of natural sweetness and flavour.</p> <p>As always, we remain true to our brand promises. Each bar contains 16 diverse superfoods (listed below), over 6g of</p> |

|  |                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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|  |                               | <p>gut-loving fibre and just 3.9g of natural sugars - and no added sugar, artificial sweeteners, synthetic flavours, or other unnecessary additives.</p> <p>Building on the success of Gut Bar, Brain Bar extends INDI's 'Mind' range into the snack bar category. Combining great taste, clean ingredients and functional benefits, it gives you an opportunity to capitalise on the fast-growing cognitive wellness market with a convenient, clean-label snack that meets increasing consumer demand for functional foods.</p> |
|  | Flavour                       | Cocoa & Berry                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|  | Servings                      | 35g bar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|  | <u>Single bar</u> pack size   | 35g                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|  | <u>Single bar</u> pack weight | 36g                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|  | <u>SRP</u> pack size          | 420g                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|  | <u>SRP</u> pack weight        | 485g                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|  | Packing format                | 12 wrapped bars in an SRP box                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|  | Dimensions of single bar      | 115 x 36 x 20 (mm)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|  | Dimensions of SRP             | 130 x 165 x 45 (mm)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|  | Case size for retail          | 12 SRPs / 144 individual bars                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|  | Case dimensions               | 338 x 268 x 154 mm                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|  | Case weight                   | 5.82 kg                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|  | Country of origin             | UK                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|  | Ingredients                   | INDI Mind Blend (11%) [Fat Reduced                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

|                              |                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|------------------------------|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                              |                        | <p>Cacao Powder, L-Tyrosine, Cocoa Powder, Red Beetroot Powder, Natural Flavouring, Magnesium Citrate, Rhodiola Rosea Extract, Lion's Mane Mushroom Extract (15:1 extract equivalent to 1,250mg per serving), Bacopa Monnieri Powder, Haskapa® Haskap Berry Powder, Guarana Seed Powder, CoEnzyme Q10 (Ubiquinone), Caffeine (10mg)], Soluble Tapioca Fibre, Gluten Free <b>OATS</b>, Vegetable Glycerine, <b>ALMOND PASTE (NUTS)</b>, <b>WALNUTS (7%)</b>, Chicory Fibre, Date Paste, Rice Flour, Quinoa, Rice Syrup, Sunflower Seeds (3%), Grape Juice Concentrate, Freeze-Dried Cranberries (3%), Coconut Oil, Chocolate Sweetened with Dates (Cocoa Mass, Date Powder, Cocoa Butter), Freeze-Dried Blueberries (1%), Linseeds, Vitamin C, Vitamin B12, Vitamin D3, Iron, Zinc.</p> |
|                              | Key call-outs          | <ul style="list-style-type: none"> <li>• 16 brain foods</li> <li>• 6g high fibre</li> <li>• No added sugar, emulsifiers or preservatives</li> <li>• Gluten free + vegan</li> <li>• Feeds your brain</li> <li>• Supports cognitive function</li> <li>• Reduces fatigue</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Nutrition Information</b> | <b>Per 35g serving</b> | <b>Per 100g</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Energy                       | 560 KJ (132kcal)       | 1571kJ (377kcal)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Fat                          | 5.8g                   | 16.5g                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Of which saturates           | 1.6g                   | 4.7g                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Carbohydrates                | 14.5g                  | 41.5g                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Of which sugars              | 4.9g                   | 11.2g                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Fibre                        | 6.3g                   | 17.9g                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Protein                      | 2.3g                   | 6.6g                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Salt                         | 0.01g                  | 0.04g                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

| <b>Nutrient</b> | <b>Per 35g serving serving (%RI)</b> | <b>Per 100g (%RI)</b> |
|-----------------|--------------------------------------|-----------------------|
| Vitamin C       | 13mg (16%)                           | 36mg (56%)            |
| Vitamin B12     | 0.4µg (16%)                          | 1.1µg (56%)           |
| Vitamin D3      | 0.8µg (16%)                          | 2.3µg (56%)           |
| Iron            | 2.2mg (16%)                          | 6.3mg (56%)           |
| ZInc            | 1.6mg (16%)                          | 4.5mg (57%)           |

\*RI = Reference Intake