

## **BITE ME Nutrition redefines your sports nutrition experience**

*Included in this year's Brandnew selection by ISPO, you will scroll through several exciting concepts or newcomers in apparel, gadgets, or sports equipment. However, only one brand claims the spot in food and nutrition. **BITE ME, a natural sports nutrition brand**, deserves your attention, not only because of its interesting name but also because of product level innovation they drive.*

An inherent trade-off between sports nutrition and natural ingredients exists with the majority of sports brands. Consumers are confronted with choosing a product with functional benefits at the expense of consuming artificial additives, sweeteners, and chemically processed ingredients. When consumed frequently, such nutritional patterns present a long-term health risk. Consequently, a large segment of active consumers seeks healthy and natural supplements to satisfy their nutritional needs, or niche supplements adapted to dietary or health related limitations.

**At BITE ME they are addressing these issues by offering natural lines of energy products, which leave you worry & guilt free.**

*"After nearly two years of tweaking and refinement we have managed to launch a line of products which satisfies the functional criteria of sports nutrition. Predominantly aimed at the outdoor and endurance athlete population, our raw bars include extraordinary flavours, which are the key and missing link toward mass adoption, outside of our immediate target groups. Thus, we believe market potential going forward is plentiful,"* says Edo, the CEO of [BiteMe Nutrition](#).

[BITE ME bars](#) are a refreshing and unique line up of 4 tasteful long-lasting energy bars, which are **organic, vegan, raw, gluten free, and without added sugars**. While the base ingredients for the bars are either dates, figs, apricots, and seeds and nuts, the decisive ingredients for taste comprise lemon oil and cardamom (Lemon Crush), cocoa powder, cranberries and lavender flowers (Mediterraneo), cocoa powder, hemp seeds and vanilla extract (Cocoa Jazz), olive oil and salt (Salty Brunch).

BITE ME caters to forward-thinking athletes and active individuals that cherish their wellbeing, and care about the quality of their meals and snacks.

### **A sports nutrition brand with Mediterranean heritage.**

Guided by the mission to enable and accelerate **natural sports nutrition** throughout Europe, BITE ME focuses on innovating through both the taste and product format level. They have upgraded their manufacturing process to include figs and lavender flowers, which represent a cornerstone in the Mediterranean cuisine, but require special care during the production process. Both are close to impossible to find in mainstream sports nutrition products, but the team went out of its way to include them and accomplish a unique taste profile.

To accomplish the **long-lasting energy** which would satisfy the need of a longer-distance endurance athlete, you will find a significant amount of non-saturated fats in the form of nuts – almonds, cashews and brazil nuts. On average, BITE ME bars thus include less sugars compared to the competition in the **raw bar** category due to higher amount of nuts. Furthermore, the naturally occurring sugars in fruits - fructose and glucose, form a complex mixture, and still appear in plentiful quantities (from 25 – 31%) for instant energy needs. With a proven and balanced texture, critical for high intense training sessions and 'dry mouth' symptoms, and non-saturates to provide long-

absorbing energy sources, **BITE ME bars** are a perfect fit for workouts spanning several hours. The **low glycemic index** and a comparably lower glycemic load leave the athlete satisfied in the literal sense, but hungry to push his body further.

### **Spreading the distribution route**

*“BITE ME bars are just the beginning and we are working hard to include new products into our portfolio. Over a longer horizon, we are building an all-natural nutrition concept, which will be adopted across the board, in all product formats, including bars, powders and liquids - a feat unaccomplished by a brand or company thus far. Our end goal is to familiarize active individuals and enthusiasts with the notion of natural nutrition, and that it has sufficiently developed to support the entirety of their training regimes or physical activities.” – adds Edo.*

At **BiteMe Nutrition** they are continuously building a global network of ambassadors, distributors and retailers that want to be a part of the change toward a more natural sports nutrition standard, and welcome all like-minded partners to get in touch.

Web: <https://biteme-nutrition.com/>

Facebook: <https://www.facebook.com/BMNaturalNutrition>

Instagram: <https://www.instagram.com/biteme.nutrition/>

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