



Shopper's Guide

# Breakfast in a Bar

Sitting down to a well-rounded breakfast, with foods from most, if not all, food groups, is an ideal way to start the day. It's the first opportunity to provide your body with nutrients and energy after the long night's fast. However, the time to prepare and eat such a meal is sometimes a luxury we don't have. So, an array of quick and easy breakfast bars have arisen in the supermarket aisle to help you fit the bill. But what should you look for to ensure your breakfast bar isn't simply a glorified cookie?

Breakfast bars have a lot of potential. They can be a source of whole grains in your diet, as well as fruits, nuts, seeds and beneficial nutrients. But there are some possible drawbacks to be aware of. Some bars contain a substantial amount of added sugars. In addition, adequate protein and fiber—lacking in some bars—in your breakfast plays an important role in keeping you satisfied through the day.

**Helpful Hints.** If you need a quick meal during a morning frenzy, consider these tips for choosing the best breakfast bar first.

- ▶ **First Things First.** An ideal breakfast bar contains whole grains, fruit, and possibly nuts. Check the ingredients list to ensure the first one listed on your favorite bars is one of these three.
- ▶ **Addition Time.** To boost the protein and/calcium content even more, try spreading one of these bars with your favorite nut butter, or dipping one into a cup of Greek yogurt.
- ▶ **Time Matters.** Breakfast bars are a great option for those once-in-awhile rushed mornings, but they still can't beat a meal comprised of a variety of whole foods from several food groups. If you find yourself grabbing one more than once a week, you may want to consider adjusting your schedule to allow more time for a real meal.

—Heidi McIndoo, MS, RD



Look for whole grains, nuts, and fruit in your breakfast bar.

## Breakfast Bars Nutritional Comparison

✓ = EN's Picks. As with all EN comparisons, this is only a sampling of products. Picks contain at least 3 g fiber (11% DV), at least 4 g protein (10% DV), and no more than 11 grams sugar\*. In addition, their first ingredient is a whole grain, nut, or fruit.

BREAKFAST BARS	Serving Size (g)**	Calories	Total Fat (g)	Sat Fat (g)	Carbs (g)	Sodium (mg)	Fiber (g)	Sugar* (g)	Protein (g)
Belvita Breakfast Biscuits Crunchy, Blueberry (4 bars)	50	230	8	0.5	36	210	3	13	4
Belvita Breakfast Biscuits Soft Baked, Banana Bread	50	200	8	1	32	120	4	9	3
✓ Cascadian Farm Organic Protein Chewy Bars, PB Chocolate Chip	50	250	16	2	20	120	3	10	9
Cascadian Farm Organic Soft Baked Squares, Wild Blueberry	35	150	5	0.5	23	110	2	10	2
✓ Clif Bar Nut Butter Filled Organic, Banana Choc PB	50	230	10	2	27	130	3	11	7
Clif Bar Nut Butter Filled Organic, Blue Almond Butter	50	230	11	2	27	150	2	10	7
Kashi Chewy Nut Butter, Almond Snickerdoodle	35	150	8	2.5	20	115	3	6	3
Kashi Chewy Nut Butter, Salted Chocolate Chunk	35	150	7	2.5	21	140	3	8	3
✓ Kind Breakfast Bars, Maple Cinnamon (2 bars)	50	210	9	1.5	26	80	4	10	8
✓ Kind Breakfast Bars, PB (2 bars)	50	230	11	1.5	28	135	5	8	5
Kind Breakfast Bars, Raspberry Chia (2 bars)	50	220	8	0.5	33	20	6	10	3
Kind Healthy Grains, Dark Chocolate Mocha	35	150	4.5	1	24	80	2	7	3
Kind Healthy Grains, Oats & Honey with Coconut	35	150	5	1.5	23	95	2	6	3
Kind Healthy Grains, Vanilla Blueberry	35	140	4	0	24	75	2.5	7	2
✓ LaraBar Nut & Seed Crunchy Bar, Dark Choc Almond	35	200	15	4.5	13	45	4	7	5
✓ LaraBar Nut & Seed Crunchy Bar, Almond Cranberry	35	190	14	4	14	45	4	8	5
✓ LaraBar Nut & Seed Crunchy Bar, Maple Cinnamon	35	200	16	3	12	50	4	6	5
✓ Nature Valley Biscuits, Honey (4 bars)	50	230	9	1	34	180	4	11	4
✓ Nature Valley Biscuits, Lemon Poppy Seed (4 bars)	50	230	9	1	33	180	4	10	4
Nature Valley Soft Baked Oatmeal Squares, Banana Bread Dark Chocolate	35	150	6	1.5	23	110	2	10	2
Nature Valley Soft Baked Oatmeal Squares, Cinnamon Brown Sugar	35	150	5	1	23	130	2	9	2
Nature Valley Soft Baked Oatmeal Squares, PB	35	160	7	2	21	150	2	9	3
✓ Nature's Path Organic Sunrise Breakfast Biscuits, Blueberry & Chia (4 bars)	50	230	8	1	35	220	4	11	4
✓ Nature's Path Organic Sunrise Breakfast Biscuits, Dark Chocolate & Coconut (4 bars)	50	230	8	1.5	35	220	4	11	5
✓ Nature's Path Organic Sunrise Breakfast Biscuits, Touch of Honey & Chia (4 bars)	50	230	8	1	36	220	4	11	4
Quaker Breakfast Flats, Banana Honey Nut (3 bars)	40	180	7	0.5	27	140	2.5	10	3
Quaker Breakfast Flats, Cranberry Almond (3 bars)	40	180	7	0.5	27	135	3	12	3
Quaker Breakfast Flats, Raisin Cinnamon (3 bars)	40	170	6	0.5	29	135	2.5	12	3
R Bar, Cranberry Cashew	45	180	9	2	25	0	3	16	4
R Bar, Double Chocolate	45	190	13	1.5	23	0	5	17	3
R Bar, Lemon Poppyseed	46	190	10	2	26	0	3	18	4
Rise Breakfast Bars, Crunchy Cranberry Apple	40	160	7	1	25	40	3	15	3
✓ Rise Breakfast Bars, Crunchy Perfect Pumpkin	40	190	10	1	18	40	3	11	7
RxBar Chocolate Chip	52	210	9	2	22	190	5	13	12
RxBar Mint Chocolate	52	210	9	2	24	200	6	14	12
RxBar Mixed Berry	52	210	7	1	24	130	5	14	12
Sahale Banana Pecan with Cocoa Nibs & Cinnamon	40	200	12	3	19	150	2	10	5
Sahale Tangerine Cashew with Vanilla & Mango	40	190	10	2.5	22	160	1	11	5
Trader Joe's PB & J Bar	35	150	4	0.5	23	55	1	11	2
Trader Joe's PB & Oats Bars	35	130	4	2	25	140	5	11	3

Note: g=gram, mg=milligram, sat fat=saturated fat, carb=carbohydrates, PB=peanut butter, DV=Daily Value. Daily requirement based on 2,000 calorie/day diet. Source: product labels and manufacturer website. \*Some sugars in the label may be from naturally occurring sugars, such as from fruit. \*\*Nutritional information is listed for one bar, unless otherwise stated.