

# CLIF BAR & COMPANY

## *Facts at a Glance*

<b>Company Description</b>	A leading maker of nutritious and organic food and drinks for people on-the-go.
<b>Source of Name</b>	CLIF® BAR was named after owner and founder Gary Erickson's father--Clifford Erickson--who shared his love of the outdoors with his son.
<b>Headquarters</b>	Emeryville, CA
<b>Founded</b>	1992
<b>Ownership</b>	Employee and family-owned
<b>Owners &amp; Co-CEOs</b>	Gary Erickson and Kit Crawford
<b>Employees</b>	277
<b>Products</b>	<p><b><u>CLIF Brands:</u></b> CLIF® BAR CLIF® BAR MINI Energy Bars CLIF Builder's® CLIF CRUNCH® CLIF MOJO® CLIF MOJO® Dipped CLIF SHOT® Energy Gel CLIF SHOT BLOKS® CLIF SHOT® Electrolyte Replacement Drink CLIF SHOT ROKS® CLIF Kid Zbar™ CLIF Kid Zbar Crispy™ CLIF Kid Zfruit™</p> <p><b><u>LUNA Brands:</u></b> LUNA® LUNA® Minis LUNA® Protein</p>
<b>Innovations</b>	<p>First high protein bar for women made with organic ingredients -- LUNA Protein (2009) First organic kids' snack line to address the need for whole grains &amp; fruit -- CLIF Kid line (2007) First sweet and salty trail mix bar made with organic ingredients -- CLIF Mojo (2006) First nutrition bar for women made with organic ingredients -- LUNA (2006) First energy gel made with organic ingredients -- CLIF SHOT (2006) First electrolyte drink to use organic ingredients -- CLIF SHOT (2005) First energy bar brand made with organic ingredients -- CLIF BAR (2003) First energy bar company to employ a staff ecologist and develop a sustainability program (2001) First nutrition bar for women -- LUNA (1999)</p>
<b>Media Contacts</b>	<p>Sue Hearn Public Relations Director 510-596-6391</p>

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