

# Food Allergy-Friendly Snack Bars

## 2019 Teen Taste Test Panel Report

*A FARE Teen Advisory Group Project*



Photo by Lauren Rivera

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## Introduction

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Today's teens are always on the move. Sports, school, part-time jobs, volunteer work and time with friends mean we're often away from home. We need portable snacks that we can easily grab as fuel.

Snack options are endless in supermarket aisles, but for teens with food allergies, grabbing a snack is not always a simple choice and can even be life-threatening. Labels can be misleading and safe options are not plentiful.

We launched a taste test panel in order to identify the best tasting food allergy-friendly snacks on the market, from a unique teen perspective. We think it's important for teens to have snack bars that are safe to eat *and* taste good.

Snack on!



Photos by Stan Rivera





Photo by Lauren Rivera

## Thank You to These Special Brands!

We researched companies that produce allergy-friendly snack bars, then contacted them to request samples for our taste test. We were excited to find almost half a dozen companies who are working hard to provide products that are safe for people with food allergies. With this project, we hope to raise awareness of these brands and provide them with real, honest feedback from teens so they can make their awesome products even better and continue to thrive!

## Our Teen Taste Test Panelists

Our panelists are teens from across the United States. All panelists are members of the FARE Teen Advisory Group.

Taste test panelists were not aware which companies provided free samples for the taste test.

Note that FARE does not endorse any of these products. This project was conducted independently by FARE Teen Advisory Group members.



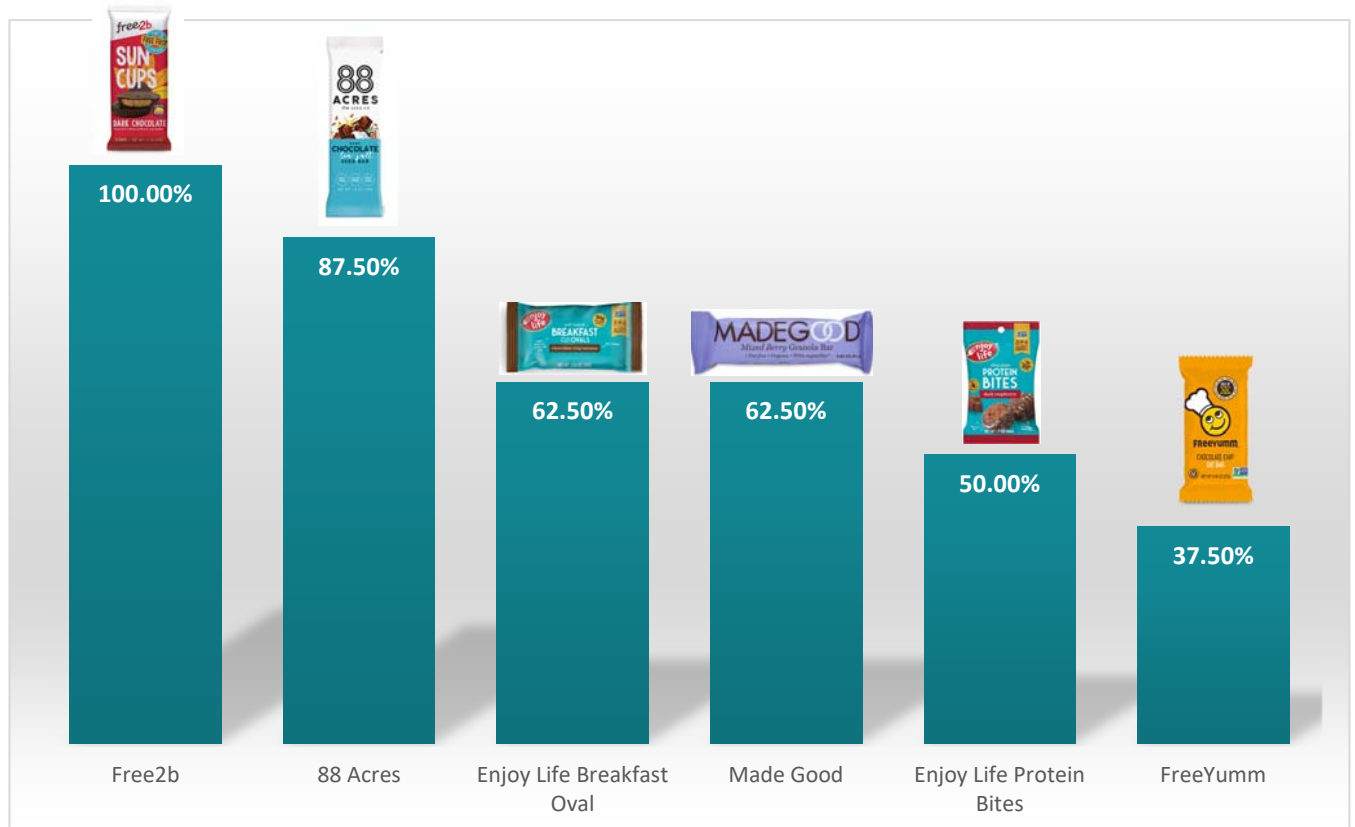
## Snack Bar Reviews

Our teen panelists tasted each of the following products, then rated each on a five-point scale. The following represents the average rating.

Product	Five Star Ratings		
	Looks Appealing	Tastes Great	Cool Packaging
88 Acre Seed Bar	3.5 stars	4 stars	4.5 stars
Enjoy Life Breakfast Oval	3 stars	4 stars	3.5 stars
Enjoy Life Protein Bites	3.5 stars	3 stars	4 stars
Free2b Sun Cups	4 stars	4 stars	4 stars
FreeYumm Oat Bar	2.5 stars	3 stars	3 stars
Made Good Granola Bar	4 stars	3 stars	4 stars





## Our Panelists' Top Picks



Our teen panelists were asked if they would recommend the product to a friend. The following percentage of panelists said yes, they would recommend the product to a friend.



## The Details

Our teen panelists were asked to describe what they liked/didn't like about each product and why they rated it as they did. The following are some of the representative quotes.

	Product	Flavor	What We Liked	What Would Make It Even Better
	<b>88 Acres Seed Bar</b>	Dark Chocolate Sea Salt	<ul style="list-style-type: none"> <li>▪ “The chocolate to seed ratio was nice.”</li> <li>▪ “The bar tasted really good.”</li> <li>▪ “The packaging looks really professional and modern. It made me excited to eat it.”</li> <li>▪ “It has an excellent texture; it is easy to bite into and isn't too chewy.”</li> </ul>	<ul style="list-style-type: none"> <li>▪ “The pumpkin seed taste was overwhelming and there wasn't enough chocolate. I would only taste the chocolate every few bites.”</li> </ul>
	<b>Free2b Sun Cups</b>	Dark Chocolate Milk Chocolate Rice Chocolate Mint	<ul style="list-style-type: none"> <li>▪ “I love how they're like peanut butter cups, but for people who can't eat peanut butter. These make a great, allergy friendly snack for everyone!”</li> <li>▪ “The texture is perfect - it's creamy on the inside yet easy to hold onto with a firm outer shell.”</li> </ul>	<ul style="list-style-type: none"> <li>▪ “It was a bit salty.”</li> </ul>
	<b>Enjoy Life Breakfast Ovals</b>	Chocolate Chip Banana Apple Cinnamon	<ul style="list-style-type: none"> <li>▪ “It tasted delicious. The apples and cinnamon and oats were balanced well. I would definitely eat it for breakfast :)”</li> <li>▪ “I love the apple cinnamon flavor plus it looks very appetizing.”</li> <li>▪ “The cinnamon popped a lot. It has some good banana flavors.”</li> </ul>	<ul style="list-style-type: none"> <li>▪ “It isn't very good as an on-the-go snack because of how crumbly it is.”</li> <li>▪ “The texture wasn't ideal - it was chunky, inconsistent, and crumbly.”</li> </ul>
	<b>Made Good Granola Bar</b>	Mixed Berry	<ul style="list-style-type: none"> <li>▪ “It's a good portable snack!”</li> <li>▪ “It tastes amazing with the perfect amount of sweetness. I really liked that there were chunks of real fruit inside.”</li> <li>▪ “The taste is pretty simple, it's similar to a regular granola bar. It tastes good.”</li> </ul>	<ul style="list-style-type: none"> <li>▪ “It's a little small.”</li> <li>▪ “It is pretty sticky.”</li> </ul>

	Product	Flavor	What We Liked	What Would Make It Even Better
	FreeYumm Oat Bar	Chocolate Chip	<ul style="list-style-type: none"> <li>▪ “This is a small but hearty bar.”</li> <li>▪ “I liked the sunflower seeds in it because it gave it a nut butter taste.”</li> <li>▪ “I liked the chocolate chip taste.”</li> </ul>	<ul style="list-style-type: none"> <li>▪ “The color of the packaging was bright orange, which is sometimes associated with peanut butter. That could be misleading to families if they are looking to avoid nuts.”</li> <li>▪ “I don’t like how kiddish the packaging looks.”</li> <li>▪ “The packaging appeals more to children than to teenagers.”</li> </ul>
	Enjoy Life Protein Bites	Dipped Banana  Dark Raspberry	<ul style="list-style-type: none"> <li>▪ “I liked that the packaging was teal (allergy awareness coloring), and that there was a picture of the product.”</li> <li>▪ “I enjoyed the chocolate flavor.”</li> <li>▪ “They did a very good job at making something allergy friendly that also tasted delicious!”</li> <li>▪ “I love how they taste!”</li> </ul>	<ul style="list-style-type: none"> <li>▪ “They are a little tough to bite into.”</li> <li>▪ “They are a bit dry.”</li> </ul>

## About This Project

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As a teen with severe food allergies, I know that it can be challenging to find a snack bar that is both safe to eat *and* tastes good.

As a member of the FARE Teen Advisory Group (TAG), I proposed a project to address this issue and make it easier for teens to find snacks that fit their on-the-go lifestyle. I led a team of TAG teens from across the nation to identify and sample food allergy-friendly snack bars. I wrote to food manufacturers and requested samples for the taste test, and also purchased additional products from other brands. Next, I set up an online survey to capture panelists' ratings and reviews. **Note that our teen panelists were not aware which companies provided free samples for the taste test.**

We are grateful to these special brands who provided samples for our taste test: Enjoy Life, Free2b and 88 Acres. They are doing great things to support consumers with food allergies!

A number of companies did not respond so unfortunately were not represented in this taste test. If you know of food allergy-friendly brands who want to be included in future taste test panels, please let us know! We want to help spread the news about food allergy-friendly snacks that are safe *and* taste good.

Thank you!

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## About FARE

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FARE's mission is to improve the quality of life and the health of individuals with food allergies, and to provide them hope through the promise of new treatments. FARE's Teen Advisory Group (TAG) is our voice for the teen and young adult food allergy community.