

ATHENA BARS: *goddess mojo to go*



“Do not be satisfied with the stories that came before you. Unfold your own myth.”

Rumi

When you're named after a goddess you're kind of expected to live a life of mythic proportions. Athena Uselander's been working on that since she could pronounce her name. It takes some mojo for a mind, body and soul to meditate, power bake and belly dance every day. Super fruits, wholesome nuts, ancient grains, exotic spices and a spattering of Persian passion – don't try that at home – have kept Athena ageless and sassy from adolescence well into what used to be called “middle age.” You're in good company when you pick up a time-tested, ambrosial Athena Bar. So go ahead – rip it open and unfold your own myth!

APRICOT BAR

“You were born with wings, why prefer to crawl through life?” -Rumi

Not one to argue with 2500-year-old advice, Athena channeled her Persian ancestors to artfully harness the anti-inflammatory superpowers of turmeric. This earthy, peppery herb keeps your heart healthy and your brain sharp. It's a delectable mate for the tart, musky apricot, which sneaks in fiber, and upgrades your vision with beta-carotene. So that when you do spread your wings, you'll see where you're going.

CHERRY BAR

“This is love: to fly toward a secret sky, to cause a hundred veils to fall each moment.” -Rumi

That kind of love takes stamina. Athena suggests two delectably bittersweet cherry bars per day. One after your workout, to help reduce post-exercise muscle and joint pain. The other? Just before that first veil falls, so the succulent dates can work their wonders on your “secret flight.”

POMEGRANATE PISTACHIO BAR

“A laughing pomegranate brings the whole garden to life.” -Rumi

The ancient Persians believed that the succulent zing of the pomegranate inspired ambition and prosperity. It also evoked the “Triple Goddess” – maybe because it’s choke full of vitamin C, B5 and potassium. As for those rich and creamy pistachios, the Queen of Sheeba decreed them royal food – forbidding commoners to grow them. Athena has democratized access to all the B6, magnesium and copper these elite nuts have to offer. Bite into this rich, tangy bar and tantalize your goddess grade taste buds.

OATMEAL RAISIN BAR

“When you do things from your soul, you feel a river moving in you, a joy.” -Rumi

Not your Grandma’s oatmeal cookies. Athena’s medley of exotic spices and hearty nuts make for a honey-blessed gourmet delight. This bar brings the warmth of Grandma’s cookies to your heart, without bringing the cholesterol to your blood. No guilt – just a river of joy.

GINGER SPICE BAR

“The way you make love is the way God will be with you.” -Rumi

Ah ginger – jazz for the taste buds. Athena’s take on history’s aphrodisiac is bewitching. This hormone-balancer and energy-enhancer has been honored by Hindu, Muslim, Zoroastrian, Greek and Roman lovers alike. One bite will explain why the ancients called ginger the food of “the heavenly spirits.”

SESAME BAR

“The beauty of the heart is the lasting beauty: its lips give to drink of the water of life.” -Rumi

When Athena heard that women of ancient Babylon ate honey-drenched sesame seeds to prolong their beauty, she got right on it! Domesticated for 5000 years, sesame abounds in omega 6 fatty acids, vitamin B12, iron and protein. Any wonder Roman soldiers chugged down a handful before calling on all those gorgeous bachelorettes?

PEANUT BUTTER BAR

"Sit only under a tree that is full of blossoms." -Rumi

Whoever started using the term "peanuts" to imply "no big deal"? These shapely, blossoming legumes were considered sacred by ancient cultures across the globe. Trans-fat and sodium free, peanuts are packed with vitamin E and coenzyme Q10. No wonder Pre-Columbian artists depicted them in paintings and sculptures. Athena guarantees that after one taste of this sensationally satisfying treat you'll never use the peanut's name in vain again.

PEANUT BUTTER FLAX

"Run from what's comfortable. Live where you fear to live." -Rumi

Yes, but in Athena's book you don't have to run from what's tasty. Pushing yourself to the limit requires high doses of protein and antioxidants, but they must be sweet and savory to motivate the frontier-blazer in you. Marry the time-tested power of flax with the creamy flavor of peanuts, and you'll be ready to face your fear head on...

FLAX BAR

"Every fiber of my being is in love with you." -Rumi

One of the oldest fiber crops on earth, this Native American plant has some staying power! Athena infuses flax's tissue-building protein and antioxidant power with spicy flavor and chewy texture. Every fiber of your being will be in love at first bite.