NUTRITION TO ENERGIZE PERFORMANCE

**Carbohydrates:** Fast, efficient energy for working muscles. Your body can’t store much, but uses a lot, especially during high-intensity physical activity. So, it’s important to eat carbohydrate-rich foods.

**Fat:** Slow, steady energy. Your body has plenty of this nutrient in storage, so it’s not as essential to consume it. Your body likes to use fat as fuel when you are going slow and steady, so it’s best to focus on fat only when you are well below your max effort.

**Protein:** Not the best energy source. Protein takes time to digest and deliver energy. It’s best used to help recover after physical activity.
PERFORMANCE ENERGY

Designed to optimize athletic performance, these foods contain a **higher amount of carbohydrate** to deliver the energy needed for physical activity, and a combination of **carbohydrates and protein for recovery**.

**BEFORE**

The right balance of longer-lasting carbohydrates, fat and protein to provide **sustained energy**

1-2 hours before activity

**DURING**

**RACE PACED DAYS**

Fast-absorbing carbohydrates to provide **quick energy** to muscles working and in motion

Every 15-30 minutes during vigorous, long-lasting activity

**AFTER**

Complete **protein** to help **build and repair muscles**, and carbohydrates to restore energy stores

After training or competing (ideally within 30 min) for recovery
DEEP DIVE INTO ‘DURING’: FOCUS ON CARBOHYDRATES

For workouts lasting over an hour ... fuel up with 30-60g of carbohydrates every hour

Moderate Intensity Activity
(e.g. biking, hiking, practice)

~42g Carbohydrates / Bar
1 CLIF BAR / Hour

High Intensity Activity
(e.g. racing, swimming, game day)

8g Carbohydrates / Blok
~4-8 Bloks / Hour

24g Carbohydrates / Gel
~2-3 Gels / Hour
CLIF BAR®: SUSTAINED ENERGY

Nutrition Points:

• Contains a unique blend of fast-acting and longer-lasting carbohydrates from sugar and organic rolled oats
• Delivers a good source of plant-based protein
• Is non GMO and has no high fructose corn syrup or artificial flavors

Best Time to Eat: Before activity (1-2 hours prior to activity) or during moderate-intensity activity lasting over 1 hour

Why Eat It? This food delivers an ideal balance of fat, protein and carbohydrates from quality, organic ingredients, like rolled oats, to provide sustained energy when hiking, biking, etc.
CLIF® BLOKS™ ENERGY CHEWS: QUICK ENERGY

Nutrition Facts:

- Serv. Size 3 pieces (30g)
- Serv. Per Container 2
- Calories 100
- Calories from Fat 0
- % Daily Value (%DV)

- Total Fat 0g
- Sodium 50mg
- Sugar 12g
- Sat. Fat 0g
- Potassium 20mg
- Protein 0g
- Trans Fat 0g
- Total Carbs. 24g
- Cholesterol 0mg
- Dietary Fiber 0g
- Vitamin A 0%
- Vitamin C 0%
- Calcium 0%
- Iron 0%

*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Nutrition Points:

- Is an easy-to-chew source of quick carbohydrates
- Comes in a variety of sodium levels to tailor and track carbohydrate and electrolyte intake
- Is non GMO and has no high fructose corn syrup or artificial flavors
- Some flavors have caffeine to help adult athletes customize their experience

Best Time to Eat: During vigorous (high-intensity) activity lasting over 1 hour (every 15-30 min); consume with water

Why Eat It? This food provides the electrolyte sodium and fast-absorbing carbohydrates to give quick energy to working muscles
CLIF® SHOT® ENERGY GEL: QUICK ENERGY

Nutrition Points:

- Provides a quick source of carbohydrates
- Delivers the electrolyte sodium to help replenish what’s lost during activity
- Is non GMO and has no high fructose corn syrup or artificial flavors
- Some flavors have caffeine to help adult athletes customize their experience

Best Time to Eat: During vigorous (high-intensity) activity lasting over 1 hour (every 15-30 min); consume with water

Why Eat It? This food provides the electrolyte sodium and fast-absorbing carbohydrates to give quick energy to working muscles
CLIF® BUILDER'S®: RECOVERY

Nutrition Points:

- Includes 20 g of complete, plant-based protein with essential amino acids to help rebuild muscle
- Contains carbohydrates to help restore energy stores
- Is non GMO and has no high fructose corn syrup or artificial flavors

Best Time to Eat: After activity (ideally within 30 min); consume with water

Why Eat It? This food delivers complete protein and carbohydrates to help rebuild muscle and restore energy stores after hard strength training workouts on and off the field

Sample