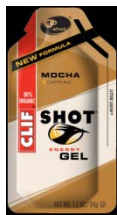




Clif Bar is proud to be the Official Bar & Gel of the 2011 New York City Triathlon. We'll have FOUR flavors of CLIF SHOT® Energy Gel out on course for you at the 1st Aid Station in Central Park – so be sure to snag a packet as you fly on by!

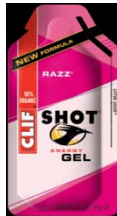
[The FOUR Flavors available on course:](#) (flavors subject to availability)



Mocha + Caffeine
Chocolate + Coffee, with a kick of caffeine. A deliciously dynamic duo.



Vanilla
Your performance will be anything but vanilla with this sweet + smooth Shot at your side.



Razz®
Get Razzed, get energized and get to the finish line.



Citrus + Caffeine
Key in on this lemon + lime masterpiece. Light, refreshing, and ready to rock, run, and roll.

New to Clif Shot?

Simply put, CLIF SHOT® Energy Gel provides quick energy to athletes while racing and training. With our new formula and flavors, getting energized between breaths has never been easier.

What is CLIF SHOT® Energy Gel?

CLIF SHOT Energy Gel is an all-natural and organic, easily-digested source of carbohydrates and electrolytes for athletes during activity; the best way to keep your energy tank topped off during training and racing. It is the only energy gel made with 85-90% organic ingredients giving athletes essential natural nutrition for performance.

How do you eat CLIF SHOT Energy Gel?

Generally, performance athletes need to consume 200-400 calories per hour from all sources, such as gels, chewables, bars and drinks. We recommend 1-3 gels per hour to help support these needs. With a sleeker packaging and a new, thinner consistency, keeping up with those calorie demands will be easier than ever.

Why is CLIF SHOT Better?

Effective

CLIF SHOT provides scientifically-backed ingredients in quantities high enough to improve performance.

Easy to Use Packaging

CLIF SHOT's packaging is designed to be seamless to use in motion – it stows easily, then opens and delivers quickly so you won't miss a beat.

Taste

CLIF SHOT is field-tested to taste great when racing and training, putting your taste buds on overdrive.

Natural and Organic

CLIF SHOT uses only 100% natural ingredients, including the highest level of organic ingredients possible.

When should you eat CLIF BARS?

Clif Bars are delicious, organic, and provide the energy-balanced nutrition to keep you feeling and performing your best. With a perfect blend of simple and complex carbs, 23 vitamins and minerals, and NO preservatives – Clif Bar will help sustain you through the toughest athletic endeavor. For best results, CLIF BARS should be eaten about one to three hours before exercise along with water to prevent hunger and supply energy to working muscles. During prolonged, lower intensity exercise such as hiking or bike touring, CLIF BARS can be eaten during activity to help satiate hunger and meet carbohydrate demands. CLIF BARS can also be eaten as a snack between meals or during a long, busy day to help sustain energy.

When should BLOKS be eaten?

CLIF SHOT BLOKS are the latest nutrition option for endurance athletes. SHOT Bloks are chewable, 33-calorie cubes that make it easy to customize and track caloric and electrolyte intake during training and racing. CLIF SHOT BLOKS can be eaten 15-30 minutes prior to activity to increase blood sugar levels, and then every 20-30 minutes during activity to maintain energy levels. Keep in mind that CLIF SHOT BLOKS will affect your blood sugar levels more slowly than gel since they are semi-solid. Always follow up with a mouthful of water.

How should I eat BLOKS, compared to CLIF SHOT® Energy Gel?

CLIF SHOT Energy Gel and CLIF SHOT BLOKS are easily interchangeable since they both provide carbohydrates to working muscles. Since 3 pieces of CLIF SHOT BLOKS equal the same calories as one CLIF SHOT Energy Gel packet you can go back and forth between each, while easily keeping track of your calorie intake.

For more product information, please check us out at www.clifbar.com

