



Max's Bars | Fact Sheet

Hello from Max and the Max's Bars family! Here are some tasty tidbits about our snack bars and how they came to be. We hope you love them as much as we do!

A New Snack Bar for Every Occasion

- Max's Bars are a **new snack bar brand** that originated at a café in Minneapolis and were launched in March 2021 available to be shipped anywhere in the U.S.
- Max's Bars are **like granola bars, but better**—slightly sweet, a little salty, and always satisfying. They're simple, wholesome and, most importantly, delicious.
- They're **made for families** and are equally tasty as an on-the-go breakfast, afternoon snack, or paired with a cup of your favorite coffee.
- You can learn more and place orders at MaxsBars.com.

Made with Simple Ingredients

- Max's Bars are made with **just 7 or 8 simple ingredients you can see in every bite**—like almonds, peanuts, dates, raisins, whole grain oats, honey, nut butters, vanilla and dark chocolate—giving them their **just-right texture and undeniably delicious taste**.
- Our bars are **made in small batches**, and they're as close to homemade as you can get.
- Max's Bars **get their sweetness naturally** from dates, raisins and honey.
- Max's Bars are **certified gluten-free**.
- **Max's Bars come in two flavors**: the original Café Bar, made with almonds and dates, and the new Voyageur Bar, made with dark chocolate and peanut butter.

From Our Family to Yours

- Max's Bars got their start at Max's Café in downtown Minneapolis. Our founder Max wanted to create a **bakery-case worthy snack** that was as good looking as it was delicious. Armed with a food processor, cookie sheet and rolling pin, he set out to make the ultimate snack bar. The result? Max's Bars.
- **Food and family are at the center of all we do**. Our founder Max grew up in a family of chefs, surrounded by good food and hospitality. His mom collaborates on recipe ideas, his dad helps guide the business, and his two young sons are his biggest fans (and critics).

Where to Buy

- You can order Max's Bars to be **shipped anywhere in the U.S.** at MaxsBars.com.
- Max's Bars are also available at about 30 retail locations in Minnesota, Seattle and beyond.
- They are available in packs of 4 bars (\$12.99) and 12 bars (\$34.99).

Contact Us

- Retail, wholesale and product requests: Max Broich, max@maxsbars.com, 612-877-1361
- Media requests: Lia Sherman, lia@liasherma.com, 507-440-4614
- Instagram: [@deliciousmaxsbars](https://www.instagram.com/deliciousmaxsbars)

And remember: snacks should be good for you—and also just plain good.



