

Shotz Energy Bars



A delicious nutritional energy bar with complex carbohydrates, protein and whole grain.

Athletes are hungry people. Training and racing not only places huge demands on the body, but they sap the body's fuel. Getting something to replace those energy stores, or to fuel the body for the next session, is no easy matter, especially when some energy bars are no more than glorified cereal bars.

With whole grains, protein and fibre, the all-natural Shotz Energy Bar gives you sustained energy to keep pace with the body's fuel needs. Whether you are out for a long cycle, run, an outdoor adventure or looking for that afternoon 'pick-me-up', nothing beats the moist, chewy, great-tasting Shotz Energy Bar!

The details

- Low in sugar, low in fat, high in complex carbohydrates for sustained energy
- Protein to aid training session recovery
- Great tasting, chewy and easy to eat
- Four delicious flavours
- Eat 30 - 45 minutes before activity or directly after activity
- Perfect healthy, high-energy snack for any time

Flavours

Apple Berry Blast
Choc Almond Ammo
Choc Mint Missile
Sticky Date Explosion

Typical Nutritional Info

Serving 50g

Energy 754kj
Calories 180kcal
Protein 3.0g
Fat Total 3.1g
Saturated 1.9g
Carbohydrate 33.8g
Sugar 9.6g
Fibre 3.8g
Sodium 8.6mg

Pricing

Shotz Energy Bars – SRP £1.50

-ENDS-

For more information about this press release, please contact the media manager:

Mark Wilson
Tel: 01733 810902 or 07773 772864
media.centre@assist.co.uk

For availability, please request that readers contact www.assist.co.uk Tel: 01978 664743

For additional Shotz product information: www.assist.co.uk/brands/shotz

About sportASSIST

The fitness and sports technology distribution division of ASSIST creative resources Ltd, sportASSIST, specialises in products that enable the consumer to get the most out of their sport and fitness training.

Distribution of quality market leading technology that is highly innovative and easy to use is at the heart of sportASSIST's strategy. Building on ASSIST's established credentials as a leading distributor of ground breaking technical products, sportASSIST offers a complete UK & Ireland sporting goods and outdoor equipment distribution service, including field sales, technical support, servicing & repair, marketing support, media management and product testing & research development services. The company's integration of these wide-ranging capabilities assures its position as an innovator in technical sports product sales, marketing and product research systems.

sportASSIST is a leader in sports technology distribution and much of its success is due to it being highly integrated into the manufacturers operations, enabling ASSIST to build long term partnerships with its key brand partners.

ASSIST's current brand partners are: Timex Ironman, Timex sports & fitness measurement, Shotz sports nutrition, PowerLung respiratory trainers, Oregon Sports, Tanita professional & consumer body fat analyser scales, Cardiosport heart rate monitors, Harpenden skinfold callipers, Omron blood pressure monitors & pedometers. With more sports brands teaming up with ASSIST on a regular basis, due to a growing reputation for strong sales generating philosophies.

ASSIST creative resources Ltd was founded in 1992, incorporated in 1997, and today operates a global business, representing 20 plus international brands in the UK & European markets. ASSIST creative resources Ltd operates through seven highly focused and specialised divisions to deliver its unique sales distribution services for its brand partners.

Press & Media Enquires
Contact media.centre@assist.co.uk or visit www.assist.co.uk Tel: 01978 664743