



FlatBar launches Indiegogo campaign for Energy Bars

FLATBAR, the world's first extreme sports energy bar forged by the rigors of skateboarding, has officially launched its fundraising campaign on Indiegogo.

GROVER BEACH, CA, UNITED STATES, June 25, 2018 /EINPresswire.com/ -- FLATBAR, the world's first extreme sports [energy bar](#) forged by the rigors of skateboarding, has officially launched its fundraising campaign on Indiegogo. The energy bar was created by Johnny Lozano, the mind behind the vegan food/skate blog "Salad Grinds & Bean Plants," and campaign backers could get some pretty sweet items, like skate mags signed by health-conscious skateboarding legends, or custom-built cutting boards made from recycled skateboards!

<https://www.indiegogo.com/projects/flatbar-food-sports/x/13341008#/>

For the past seven months or so, Lozano been developing this plant-based (vegan), real food energy bar for skateboarders and others in the extreme sports community as a way to start taking care of themselves. And homeboy knows what skateboarders need to fuel up for skating—he's been skating for twenty years. With a goal in mind to serve up convenient, healthful snacks tested by the constant stresses of skateboarding, Lozano is looking to take some of the market share away from Big Junk Food while at the same time educating extreme sports athletes about how to properly snack (without all the artificial sugars and fillers you find in the typical mass-produced "healthy energy bars" found in the snack aisle).

FLATBAR started its development process in Lozano's Texas kitchen and put to the test in the streets and parks by dozens of pro skaters, gym rats, marathoners and other weekend warriors. The bars' simple, unique ingredients were perfected with a tasty mix of nuts, seeds, and fruits, including goji berries, sweet potato, papaya, mangoes, almonds, quinoa, pumpkin seeds and more.

The inaugural FLATBAR campaign on Indiegogo is live (goal is \$20,000), with some amazing perks at all backing levels.

You can learn about the bars, the story and the ingredients at www.flatbarenergy.com or by checking them out on Instagram at @flatbar_energy.

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This press release can be viewed online at: <http://www.einpresswire.com>

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