

Roobar, Europe's #1 Best-Selling Organic Health Bar Makes US Debut

*Organic, raw vegan superfood bar
simple, nutritious and great-tasting*

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July 10, 2018 – [Roobar®](#), a delicious, organic, raw superfood bar made simply from dried fruit, raw nut and superfoods, is now available in the United States.

The concept behind Roobar is simple, four to five ingredients come together to make a great tasting, wholesome bar.

Roobar products begin with the highest quality plant-based organic ingredients

and are packed with superfoods with no added sugar. The name Roobar comes from a European slang term for “Raw Bar”. No heat is used in the creation of the bar meaning natural nutrients, vitamins and enzymes are preserved.



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Makes U.S. Debut

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Looking for healthier treats for my children I created raw bars made from simple whole ingredients. Today Roobar is Europe's best-selling organic health bar and we're thrilled to bring them to the US.”

*Anita Klasanova, Roobar
Chief Technologist and Co-
Founder*

“My husband and I began this journey in 2010 with a small retail shop in Bulgaria, selling organic foods and unique and delicious recipe creations. Looking for healthier treats for my own children, I developed a delicious recipe for raw bars made from simple, whole ingredients. The tasty snack became a favorite dessert in the shop, which inspired us to share our creation with the world, said Anita Klasanova, Roobar Chief Technologist and Co-founder. “Today, Roobar is Europe's best-selling organic health bar and we are thrilled to be bringing Roobar to the US.”

Roobar is available in the US in eight innovative flavors such as Chia & Coconut, Pineapple & Baobab, Cherry & Maca and Goji & Coconut. Roobiotic Balls are also available and offer all the great taste and goodness of Roobar along with probiotics for immune & digestive health. They are available in five flavors such as Matcha Choc Chip Mint, Cherry Cashew Acerola, Cacao Brazilian Nut Maca, and Pineapple Mango Ashwagandha.

Roobar is perfect for anyone looking for a better-for-you snack with great taste. Roobar is convenient and delicious, making it ideal for athletes, anyone on-the-go and those living a healthy lifestyle. Because it is vegan, plant-based, gluten-free, Kosher and non-GMO, Roobar is also a great option for those managing special dietary needs.

For more information about Roobar, please visit [Roobar.com](#). To stay up to date on other news and information from Roobar like the company's Facebook page, and follow Roobar on Instagram.

About Roobar

Roobar® is an innovative organic raw bar with a very simple recipe of superfoods, dried fruits and nuts. Roobar is vegan, raw awesomeness with no added sugar and no gluten. Roobar products begin with the highest quality plant-based organic ingredients and are packed with superfoods to boost mind and body with maximum nutrients. Roobar products are Kosher, certified organic, vegan, all natural, gluten-free and non-GMO.

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