Atlas Bar Debuts Comprehensive Brand Makeover & Next Generation Formulation Featuring Adaptogen Powered Superfood Nutrition

*High-growth start-up gears up for a nationwide rollout into brick-and-mortar as retailers carve out shelf space to meet the high demand for keto-friendly and low-carb snack options.*

October 1, 2019 – Atlas Bar, the digital-first emerging brand deemed Amazon’s Choice for its line of wildly popular keto-friendly protein bars made with 100% grass-fed whey protein and clean label real food ingredients, has announced the debut of a comprehensive brand makeover that includes new packaging, logo, tagline, formulation, and website. The high-growth start-up is gearing up for a nationwide rollout into brick-and-mortar as retailers carve out shelf space to meet the high demand for keto-friendly and low-carb snack options.

“Every decision that we make is with our customers in mind. We read every piece of feedback and use that feedback to guide us as we evolve and grow,” said James Oliver, Atlas Bar founder and certified sports nutritionist. “We have improved and will continue to improve by honoring and listening to those who matter most – our customers.”

The enhancements aim to solidify Atlas Bar as the next direct-to-consumer brand poised to disrupt a category that has been otherwise slow to innovate as consumers increasingly opt for low carb alternatives with health-boosting functional benefits. The updated formulation offers an added layer of functionality with an innovative blend of adaptogen superfoods—ashwagandha and maca root—that help the body adapt to stress, fight fatigue and boost endurance at the cellular level. These science-backed superfoods have been revered for centuries around the world as “nature’s gift to mankind” for their immune-boosting and hormone-balancing properties that promote strength, vitality and vigor.

Currently available to consumers in three indulgent flavor combinations—Chocolate Cacao, Peanut Butter Chocolate Chip and Vanilla Almond Chai—Atlas Bar delivers 15g protein, only 2-3g of sugar, and 4-5g net carbs per bar.

The brand is preparing to launch three new flavors—Peanut Butter Raspberry, Almond Chocolate Chip and Mint Chocolate Chip—following a successful crowdfunding campaign via Kickstarter in October where backers can save up to 50% off retail pricing along with early access to the new flavors.

With a SRP of $2.99, every Atlas Bar is gluten-free, non-GMO, soy-free and naturally sweetened with monk fruit while containing no artificial ingredients or chemical preservatives.

The realigned brand identity system and packaging uniquely balances a modern aesthetic with a retro flare. Featuring a creative use of bold color blocking offset by ample whitespace, and eye-catching metallic foiling. The design works in harmony to highlight the key product attributes and on-trend front-and-center macros.

“Atlas Bar so much more than just another protein bar in an already overcrowded category,” said recently appointed Head of Marketing, P.J. Roustan. “To win at retail, we wanted to bring that idea to life with packaging as thoughtful, functional and easily digestible as the wholesome ingredients inside. I think we made that happen.”

The company has been moving quick to acquire high octane talent with protein bar category experience. Over the last five months, Atlas Bar has brought on Head of Marketing PJ Roustan, former marketing director for Mondelēz International’s recently acquired Perfect Snacks, Creative Director Chris Wright formerly of Perfect Snacks and National Sales Director Melissa O’Connor formerly of Country Archer Jerky Co.

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**About Atlas Bar**

Founded in 2017 by James Oliver, certified sports nutritionist turned Millennial entrepreneur, Atlas Bar is the digital-first emerging brand known for its line of wildly popular keto-friendly protein bars made with high-performance real food ingredients, 100% grass-fed whey protein and an innovative blend of science-backed adaptogen superfoods that help the body adapt to stress, fight fatigue and boost endurance. A health and fitness enthusiast, James developed a passion for nutrition as an Iron Man triathlete and Spartan Ultra World Championship competitor. In pursuit of a competitive edge, he began formulating protein bars from his home kitchen. After sharing his delicious creations with friends and family, word began to spread like creamy peanut butter, and Atlas Bar was born! James launched his boot-strapped business with seed money he earned driving Uber. Today, Atlas Bar is a multi-million dollar brand that’s largely sold online via the company’s website and e-commerce retailers including Amazon and Walmart.com. Offered in three decadent flavors—Chocolate Cacao, Peanut Butter Chocolate Chip and Vanilla Almond Chai—every Atlas Bar flavor recipe is gluten-free, non-GMO, soy-free and includes no artificial sweeteners, preservatives or flavors. To learn more about Atlas Bar visit [www.atlasbars.com](http://www.atlasbars.com).