

Blog post from “The Health Reporter” – <http://thehealthreporter.tv>

August 20, 2009...11:41 pm

## Clif Bar v. PowerBar

**Q: I read your comparison between [Clif Bar and the Nature Valley Granola Bar](#). How does Clif Bar compare to PowerBar? ~ S.G., San Francisco, CA**

**A:** PowerBar® makes slightly smaller bars than Clif Bar. A PowerBar is 2.29 oz. (64.8g) as compared to Clif Bar which is 2.4 oz. (68g). For this side-by-side comparison, the PowerBar nutritional information was calculated to match the larger 2.4 oz serving.



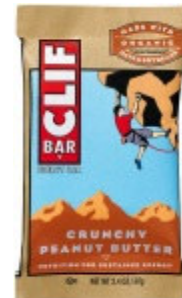
***Note:** Food labels list percentages of nutrients based on the amount you should consume each day — your Recommended Dietary Allowance (RDA). The term Percent Daily Value (DV) is used to declare what one serving of the food provides in relation to the established daily standards.*

PowerBar and Clif Bar are fairly equal in calories with Clif Bar having more fat, but slightly less saturated fat. Clif Bar has five times more dietary fiber and Power Bar has zero insoluble fiber compared to Clif Bar with 4 gms. PowerBar is void of 17 of the vitamins and minerals that are found in Clif Bar.

Clif Bar also has over twice the protein and over 2.5 times more potassium than PowerBar. Potassium, an essential element, works with sodium to maintain normal water balance and plays a key role in muscle contraction. It is lost from muscle during exercise and through sweat.



**THR Tip:** Choose Clif Bar as a quick, nutritional energy source. It outperforms the PowerBar Performance Energy Bar with its significantly higher amounts of vitamins, minerals, and fiber. Moreover, athletes and exercisers are especially prone to potassium loss during workouts and Clif Bar packs in considerably more of this essential electrolyte.



(See previous post on [Clif Bar v. Nature Valley Granola Bar](#).)

<b>Nutritional Facts</b>	<b>Clif Bar Crunchy Peanut Butter</b>	<b>PowerBar Performance Energy Peanut Butter</b>
	2.4 oz	2.4 oz
	68g	68g
Calories	250	252
Calories from fat	60	42
Total Fat	6g (9% DV)	4.2g (6.3% DV)
Sat. Fat	1g (5% DV)	1.1g (5% DV)
Trans Fat	0g	0g
Cholesterol	0mg (0% DV)	0mg (0% DV)
Sodium	230mg (10% DV)	210mg (8% DV)
Potassium	270mg (8%)	110mg (3% DV)
Total Carb.	42g (14% DV)	46g (16% DV)
Dietary Fiber	5g (20% DV)	1g (4% DV)
Insoluble Fiber	4 g	0g
Sugars	20g	27g
Other Carb.	17g	0g
Protein	11g	5g
Vitamin A	30% DV	0% DV
Vitamin C	100% DV	73%
Calcium	25% DV	26%
Iron	25% DV	26%
Vitamin E	100% DV	0% DV
Vitamin K	25% DV	0% DV
Thiamin (B1)	25% DV	16%
Riboflavin (B2)	15% DV	10%
Niacin (B3)	15% DV	0% DV
Vitamin B6	20% DV	26%
Folate	20% DV	0% DV
Vitamin B12	15% DV	0% DV
Biotin	10% DV	0% DV
Pantothenic Acid	20% DV	0% DV
Phosphorus	20% DV	0% DV
Iodine	15% DV	0% DV
Magnesium	25% DV	0% DV
Zinc	20% DV	0% DV
Selenium	20% DV	0% DV
Copper	15% DV	0% DV
Manganese	35% DV	0% DV
Chromium	10% DV	0% DV
Molybdenum	15% DV	0% DV