

Seen our TV Ad and packaging? Have a look at how the sugar in our snacks compares to over 80 other cereal bars in the current market...

Brand and Cereal Bar	Grams of sugar / 100g
Cadbury Brunch Bar Chocolate Chip	27
Kellogg's Squares Chewy-Tastic Marshmallow	32
Nature Valley Oats and Honey	26.8
Cadbury Brunch Bar Raisin	31
Barny Chocolate Sponge Bears	30
Belvita Soft Bakes Chocolate Chip	20
Belvita Milk and Cereals	20
Kellogg's Squares Delightfully Chocolatey	35
Fibre One Chocolate Reduced Sugar	20.3
Belvita Soft Bake Filled Chocolate	22
Kellogg's Coco Pops Snack Bar	27
Belvita Breakfast Duo Crunch	27
Nature Valley Protein Peanut and Chocolate	15.4
Belvita Cocoa	26
Belvita Honey and Nuts	26
Go Ahead Fruit and Oat Bakes Apple	23.3
Nature Valley Canadian Maple Syrup	26.8
Eat Natural Bar Protein Packed	18.8
Kellogg's Rice Krispies Bar	29
Go Ahead Crispy Slices Forest Fruit	25.4
Go Ahead Breaks Strawberry	35.3
Kellogg's Squares Curious Caramel and Chocolate	39
Go Ahead Crispy Slices Apple	25.6
Nutella B-Ready	47.1

Go Ahead Yoghurt Breaks Forest Fruit	35.2
Belvita Softbakes Blueberry	21
Fibre One Birthday Cake	27.8
Cadbury Brunch Bar Peanut	25
Skinny Whip Mint and Dark Chocolate	38.1
Kellogg's Frosties Snack Bar	26
Fibre One Popcorn Chocolate and Pretzel	22.5
Alpen Strawberry and Yoghurt	28
Sesame Snaps	32
Skinny Whip Toffee and Choc Bars	41
Go Ahead Fruit and Oat Bakes Strawberry	22.1
Nature Valley Oats and Chocolate	26.8
Cadbury Bournville Brunch Bar Choc Chip	27
Nature Valley Protein Salted Caramel	13.5
Fibre One Cake Bar triple Choc	26
Barny Milk Sponge Bears	30
Jordans Frusli Juicy Red Berries	28.9
Nutri-Grain Fruity Breakfast Bars Strawberry	33
Belvita Soft Bakes Strawberry	18
Belvita Soft Bakes Red Berries	22
Trek Cocoa Oat Protein Flapjacks	28
Eat Natural Almond Apricot Yoghurt	31.2
Eat Natural Cranberries and Macadamias	35.4
Nakd Fruit and Nuts Bar Cocoa Orange	38.9
Jordans Frusli Juicy Blueberries	29.2
Belvita Less Sugar Chocolate	16
Fibre One Caramel Reduced Sugar	22.9
Nature Valley Sweet and Salty Dark Choc Peanut	21.9

Belvita Golden Oats	22
Alpen Light Salted Caramel	17
Alpen Light Jaffa Cake	15
Alpen Light Chocolate and Fudge	16
Quaker Oats Porridge To Go Golden Syrup	12
Alpen Light White Chocolate and Raspberry	14
Special K Juicy Berry Bar	27
Eat Natural Protein Packed with Salted Caramel	19.7
Go Ahead Crispy Slices Raspberry	35.5
Tesco Salted Caramel Munch Bars	30
Special K Milk Chocolate	25
Kellogg's Nutri-Grain Breakfast Bakes Chocolate Chips	38
Skinny Crunch Bar Orange	18.8
Alpen Light Summer Fruits	18
Fibre One Lemon Reduced Sugar	22.8
Fibre One Popcorn Peanut	19.9
Kellogg's Nutri-Grain Breakfast Bakes Raisin	41
Belvita Dark Chocolate and Hazelnut Baked Bars	26
Kind Dark Chocolate Sea Salt	18
Fibre One Cookies and Cream	20
Tesco Raisin Munch Bar	33
Trek Salted Caramel	23
Nakd Blue Muffin	52
Eat Natural Simply Vegan	22.4
Kellogg's Squares Cookie	36
Jordans Frusli Raisins and Hazelnuts	27.3
Tesco Oat and Honey Granola Bars	18.2

Tesco Berry Fruity Bakes	34.9	
Quaker Oats Porridge To Go Squares Strawberry Raspberry and Cranberry	15	
Fibre One Carrot Cake	22.9	
Average grams of sugar per 100g	26.3	
		% less than category average claims
Lively Lemon Fibre Flapjack	12g	50%
Cocoa Vanilla Protein Flapjack/Boosts	8.6g	65%
Honeycomb Fibre Flapjack	15.1g	40%
Banana Vegan Protein Flapjack/Boosts	8.9g	65%
Chocolate Cookie Fibre Flapjack/Boosts	9.6g	60%
Cocoa Orange Superfood Flapjack/Boosts	8.9g	65%
Honey Protein Flapjack	13.8	45%
Lemon Blueberry Superfood Flapjack/Boosts	12.5g	50%
Peanut Butter Chocolate Flapjacks/Boosts	8.5g	65%
Cherry Bakewell Fibre Flapjack/Boosts	12.8g	50%

Correct as of November 2022