

Clif Bar & Company

The road to overtaking PowerBar as the #1 energy bar in America



BUSINESS CHALLENGE

The challenge was to launch the country's first all-natural energy bar nationally from a Hayward Regional Bakery called Kali's. We needed to develop, build and market Clif Energy Bars. Our client also aspired to market and launch the product in the sports specialty category with Avocet Inc. (where the founder worked) and then build a national natural channel with a regional natural food distribution platform.

SOLUTION

The Sinclair Group helped the company's founders with all aspects of business—from brand identity and pricing to trade show support and the initial set up of national distribution. The owners were a local bakery and hired two entities to do national sales and marketing. The Sinclair Group established an exclusive North American distributor model that built the entire natural channel and drove the original four flavors to the top of the category, surpassing PowerBar as the # 1 energy bar. Later Sinclair Group developed successful marketing and sales programs. Early in 1990, Sinclair Group was successful in placing the product with Trader Joe's to establish the brand as a national player. The Sinclair Group continued the initial building of the brand until 1995 when it sold its distribution company back to Clif Bar's founders.

BENEFITS & RESULTS

Clif Bar's partnership with Sinclair Group was the foundation of much of the brand's success. Sinclair Group's success with many brands as "category creators" is a system that has allowed for companies we've worked with to establish the correct criteria, foundation and tools to become a national brand.