



Stashing food in a handbag is a great way to avoid feeling hungry.

Fiber One 90 Calorie Chewy Bars, chosen by consumers to receive the 2011 Best New Snack Award by *Better Homes & Gardens* magazine, are a surprising and delicious way to help manage your weight and control cravings. When it comes to fighting sudden cravings or hunger pangs, more than half of consumers (51%) choose to carry a snack bar, and Fiber One Bars are a great choice on-the-go:

- Fiber One Bars contain 20-35 percent of the recommended daily fiber intake (depending on SKU), making them a perfect snack to help keep you full and satisfied.
- Fiber One 90 Calorie Chewy Bars are high in fiber and taste great, making them a satiating snack with 90 calories, 2.5 grams of fat and five grams of fiber.