

imu **BAR** **VITAMIN**

IMU BAR :-)

is inspiring brand within natural functional snacks in Europe, which represents a lifestyle choice. It belongs to the new category of natural functional snacks with powerful health benefits. It is also attractive to more sophisticated markets and demanding customers. IMU BAR adheres to new trends in order to bring consumers solutions for sustainable health, without limitations in taste or convenience of consumption and habits.

CATEGORY: functional foods

DISTRIBUTION CHANNELS: e-platforms, drugstores, pharmacies, retailers, health food stores, petrol stations...

CONSUMERS: unisex adult consumers

BENEFITS: health prevention and support









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