

ABSTRACT

PT. Nutrisi Harapan Bangsa is a sports nutrition company that provides various products that can help with sports nutrition and performance. Sport nutrition is on the rise after people are becoming more aware of their lifestyle choices. The need to exercise regularly has made demands for foods that can help improve their performance increase. One of their products, STRIVE energy bar, aims to provide extra energy during exercise with all natural ingredients. Currently, they have 9 flavors available in the market ready for purchase. However, to enhance the healthy perception of the product, the company is expanding their variety of flavors and is now trying to develop and launch fruity flavored energy bars. The developed product will then be tested for their sensorial properties to obtain insight from the consumers and ensure that the product will be accepted and can compete with other similar products in the market. It was also tested for their nutritional composition to ensure that the product have enough nutritional value to help with sports performance.

Keywords: Sports Nutrition, Energy Bars, Fruit Flavored