

Tahoe Trail Bar goes gluten free, vegan

By Kathryn Reed

Eating one won't necessarily have you skiing like Julia Mancuso, climbing like Todd Offenbacher, or even paddling the circumference of Lake Tahoe in a day, or setting cycling records on the Flume Trail – but it could give you a little more oomph to finish the athletic endeavor you set out on.

Offenbacher, Tahoe's legendary climbing guru, was munching on Tahoe Trail Bars on several expeditions last year.



"Why I do what I do is so people will have food they enjoy while enjoying the outdoors," Wes King told *Lake Tahoe News*.

But the Tahoe Trail Bar isn't just for athletic types. King, who owns the company, says they are ideal to throw into kids' lunches or have for an afternoon pick-me-up.

And they are bigger than most bars. The Tahoe Trail Bar is almost 4 ounces, while a Clif Bar is a little more than 2 ounces. (And the price is not double.)

While the brand has been around for 10 years, King has owned the company for the last three years. On Friday, he debuted a revamped bar that is now gluten free and vegan. Plus, the packaging is all new.

"I tried as much as I could to maintain the profile flavor," King said of the change to the recipe. "Everyone who has

tasted it says it tastes better. Most people think it's not as dry as a lot of bars."



Tahoe Trail Bar's package as of Feb. 15.

One thing he uses that other bars don't is brown rice syrup. This, King says, means energy levels will not spike. The milk chocolate was replaced with dark chocolate to make it vegan.

The high caloric value – about 400 – is designed to keep people active. But these are the good calories compared to eating just chocolate, which would be the bad calories.

The bars are manufactured in Northern California – but beyond that, King would not reveal specifics.

The Mylar paper the bar is in will allow it to have a longer shelf life. This in turn means the big grocery stores will entertain carrying it. The goal is for the bar to be sold outside of the Lake Tahoe Basin.

With the packaging behind him, now it's time to focus on growing distribution and creating more flavors.

Within two months he anticipates Whole Foods and Raley's will carry the Tahoe Trail Bar. Right now the only flavor is peanut butter.

More info about the Tahoe Trail Bar may be found online.