



CONCEPT OVERVIEW

Innovation Brief

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TARGET PERSONA

Health-conscious adults actively seeking high-fiber, low-sugar snacks, especially those interested in natural ingredients and mindful of sugar intake, such as wellness-focused shoppers and individuals managing dietary fiber needs.

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VALUE PROPOSITION

Chicory Root Fiber Bars deliver a snack option formulated with chicory root fiber for high fiber content and stevia for natural sweetness, minimizing sugar while maintaining taste through complementary flavor masking. This allows consumers to enjoy a satisfying, better-for-you snack without compromising flavor or texture. The formulation supports those aiming to improve digestive health or manage blood sugar, and addresses the growing demand for natural, functional ingredients. Execution will emphasize ingredient integrity and careful sourcing to preserve taste and operational feasibility, aligning with the natural fiber trend and mindful reformulation costs.

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BUSINESS IMPACT

Drives incremental sales by capturing the health-forward snack segment and supports brand relevance in the natural/functional ingredient space. Enhances General Mills' competitive positioning, generates new trial and repeat purchases, and strengthens retailer partnerships through differentiated, on-trend offerings.

● VISUAL PROTOTYPE



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