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Discover the First ever Chocolate covered Roobar & the New tempting Red Cookie by Kookie cat - Hall 9, Stand 9-424

Company Profile

Smart Organic offers a wide and diverse assortment of organic snacks, superfoods, and commodities with a clear focus - innovative products that have additional health benefits. With a current reach of over 50 markets, our growth is driven by the aspiration to transform the food industry into a sustainable, socially-responsible and inspiring business. We strive to do so by:

- educating consumers
- offering healthy alternatives - compromise-free products that we give to our children
- impacting category after category

It is this mission that inspired the launch of innovative products under our biggest company brands - Roobar and Kookie Cat.

Roobar

At Roobar we believe in simple things in life. That is why we take clean ingredients and make mouthwatering treats.

Such as our new chocolate covered bars made of dates, nuts, fruits, and chocolate. Absolutely irresistible.

Visit our stand Hall 9 Stand 424 at Biofach 2020 and explore our new Chocolate covered range

Roobar Chocolate Covered Hazelnut Bar 30g

Roobar Chocolate Covered Almond Bar 30g

- Sweet dates and crunchy roasted nuts (hazelnuts or almonds) covered with organic chocolate
- Organic, vegan, gluten-free
- Clean label

Roobar Chocolate Covered Coconut Bar 30g

- Lovely and tender coconut filling covered in rich organic chocolate. A real tropical bliss.
- Organic, vegan, gluten-free
- Clean label

Roobar Almond and Protein Bar Covered With Chocolate 40g

Roobar Hazelnut and Protein Bar Covered With Chocolate 40g

- Irresistible taste derived from whole nuts (almonds or hazelnuts), cacao, and hazelnut butter and cacao powder
- An exceptional combination of rice & pea protein
- Organic, vegan, gluten-free
- Clean label

Roobar Protein Bar Choc Chip & Hazelnuts 40g

- Cacao butter and cacao powder give this bar an irresistible chocolate flavor while the coconut blossom nectar adds a sweet caramel aftertaste
- An exceptional combination of rice & pea protein
- Organic, vegan, gluten-free
- Clean label

Roobar Protein Bar Cherry and Choco Drops 40 g

- Juicy cherries, sweet choco drops and coconut chips - our recipe for really great taste and enjoyment
- An exceptional combination of rice & pea protein
- Organic, vegan, gluten-free
- Clean label

Roobar Protein Bar Spirulina and Lemon 40 g

- Boosted with chia, sweetened up with coconut blossom nectar and with a refreshing touch of ginger, spirulina, and lemon oil.
- An exceptional combination of rice & pea protein
- Organic, vegan, gluten-free
- Clean label

Kookie Cat

A new take on the old-fashioned cookies reinvented in vegan awesomeness. It's authentic, made with high quality ingredients and tons of love.

Visit our stand Hall 9 Stand 424 at Biofach 2020 and explore our 2 new flavors:

Kookie Cat cashew and oat cookie Wild berries & White Choc

Specially made for St. Valentine this delicious cookie with organic ingredients has a tempting red color and irresistible taste. Just one bite and you will fall in love and there is no turning back!

- A lovely combination of tender white chocolate and sweet with a bit sour taste of lingonberries.
- Vegan, gluten-free, soy-free, wheat-free, palm oil-free and peanut-free.
- Bio, organic, kosher certified.

Kookie Cat almond and oat cookie with Salted Caramel Almond

Every sweet needs its pinch of saltiness to find its imperfectly perfect balance. We've found it and it tastes great!

- The combination of sweet and salty doubles the taste sensation.
- Perfect as a quick snack for your trip, morning breakfast or afternoon coffee in the office.
- Vegan, gluten-free, soy-free, wheat-free, palm oil-free and peanut-free.
- Bio, organic, kosher certified.