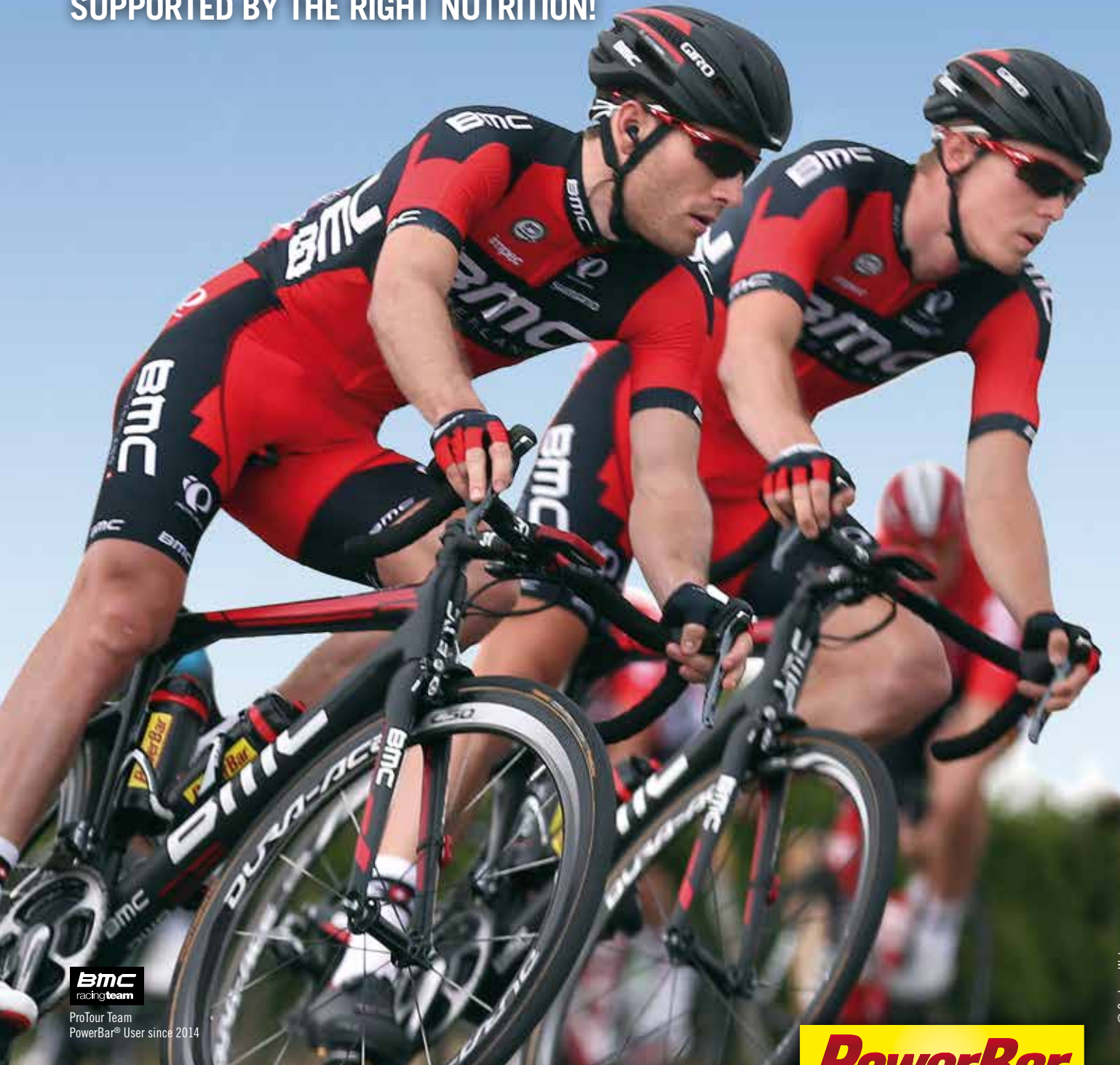


POWERBAR® NUTRITION COACH FOR CYCLISTS

GETTING TO THE FINISH LINE FASTER NEEDS SUCCESSFUL TRAINING SUPPORTED BY THE RIGHT NUTRITION!



BMC
racing team

ProTour Team
PowerBar® User since 2014

YOU'RE STRONGER THAN YOU THINK

PowerBar

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salzkammergut trophy



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1. INTRODUCTION – WHY SPORTS NUTRITION?

At first glance, mountain biking and road cycling are relatively simple sports: you sit on the bike, pedal hard and give it all you’ve got until your strength and stamina give out. Many cyclists reach this point sooner than they’d like.

In order to keep up the pace and finish strong the body must be supplied with the right amount of fluid and nutrients during endurance competitions or training. A healthy and varied diet that is adapted to your daily needs will give you a good foundation. Together with a targeted sports nutrition strategy **BEFORE, DURING** and **AFTER** training, you can get the most out of your training and improve your performance.

The following model explains training adaptation processes with or without sport nutrition usage.

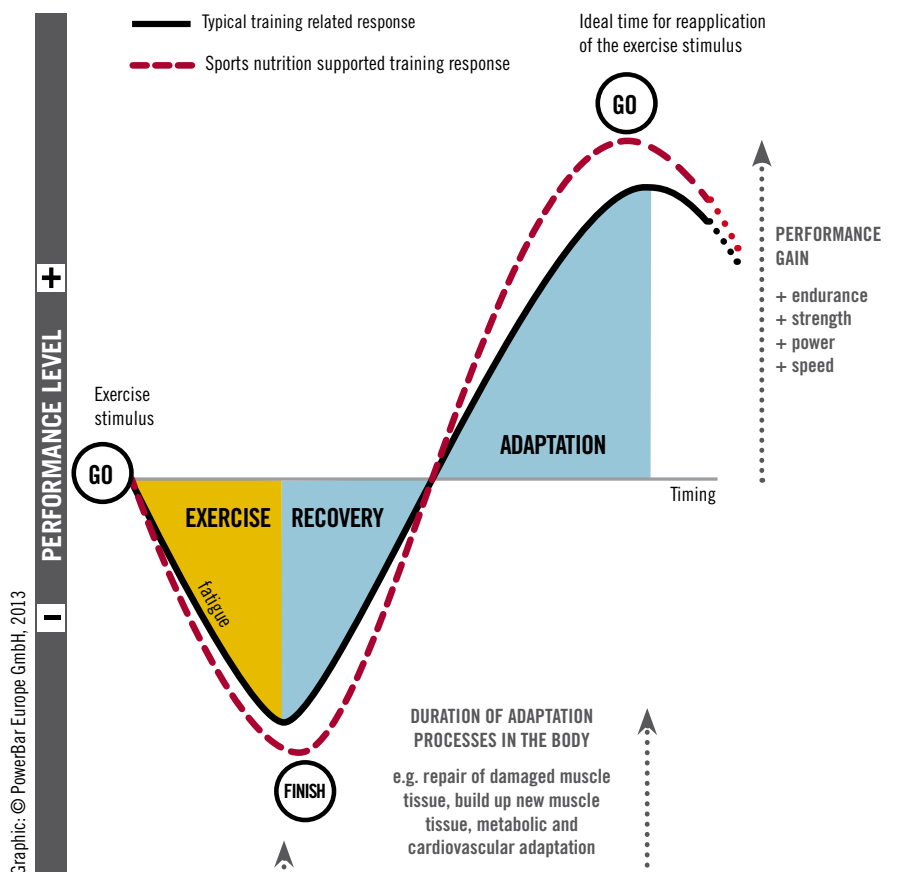
Training and sports nutrition adaptation model (TSA Model)

Getting more from your training when consuming the right types of high quality nutrients and fluid, in the right amount –

1 BEFORE, **2** DURING and **3** AFTER exercise.

EXERCISE:
The body's reaction to a training load/stress is fatigue which leads to a reduction in performance. When providing the body with the right source and amount of nutrients (e.g. carbohydrates) and fluid, you are able to train for longer and more intensely.

RECOVERY AND ADAPTATION:
After exercise recovery is key. The body needs carbohydrates to replenish its glycogen stores, protein to repair the damaged muscle tissue and to build new muscle tissue as well as fluid and electrolytes (especially sodium) for efficient rehydration. With the right sports nutrition strategy you can optimize the recovery phase and enhance training specific adaptations which ultimately improve performance.





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Track & Roadcycling Team - PowerBar® Users since 2013

A sport nutrition strategy helps you getting more out of your training. For a better understanding of **which** products to use and **when** to use them, we created the **1 BEFORE 2 DURING 3 AFTER** system on our packaging to help everyone understand the best time to use our products around their exercise. 1 stands for **BEFORE**, 2 stands for **DURING**, 3 stands for **AFTER**.

PowerBar® Performance System



You will find the colours of the performance system on our product packaging. E.g. all blue products will optimise your training success and are taken after exercise.



**OPTIMISE YOUR TRAINING SUCCESS AND DON'T FORGET:
YOU'RE STRONGER THAN YOU THINK™!**

2. SPORTS NUTRITION KEY PRINCIPLES

The three most important key principles of a sports nutrition strategy for endurance athletes are:

Hydration - supply of the body with sufficient fluids

Energy - fuel for your muscles

Recovery - nutrition strategy to optimize regeneration and help promote training adaptations

2.1 Hydration

Dehydration (lack of water in the body) is one of the major causes of fatigue when taking part in sports. In general, physical and mental performance can be reduced when more than 2-3% of the pre-exercise body weight is lost as fluid.

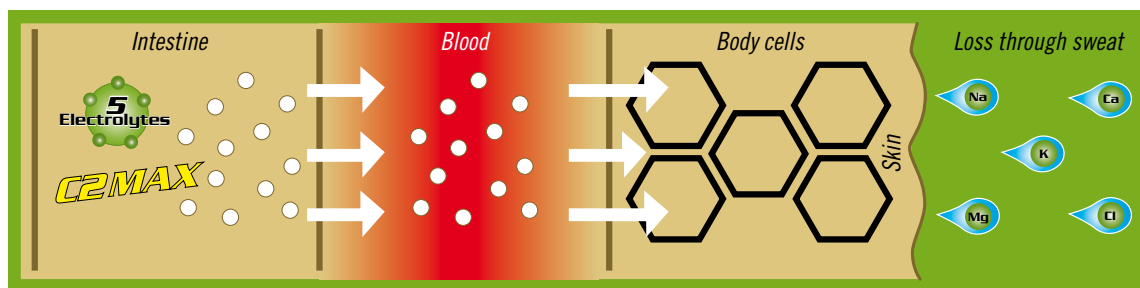
Three simple steps to optimize your hydration level:

- Always **start** well hydrated
- **During cycling and running** drink at regular intervals
- **When you have finished rehydrate** to recover faster

The longer the distance and the higher the temperature and humidity, the greater the need for fluids. The individual's fluid need during endurance activities depends on various factors, e.g. duration and intensity, climatic conditions and sweating rates. A general hydration strategy for endurance exercise lasting more than 60 minutes is to drink amounts of circa 400-800ml/hour, consumed regularly in small quantities over each hour (e.g. 150ml every 15 minutes). If you compete in a hot environment, you will need a little more fluid per hour than in a cold environment.

Isotonic Sports Drinks – A closer look

Isotonic sports drinks (carbohydrates-electrolyte solutions, with e.g. C2MAX*) are the choice for most athletes. They have the same particle density (osmolality) as blood plasma and are therefore rapidly emptied from the gut, which quickly replace fluids lost by sweating and maintain hydration during prolonged exercise.



*C2MAX is a special mix of carbohydrates from PowerBar® - for more information see page 7

Caffeine – A closer look

For many of us, a morning cup of coffee helps us to wake up, and a coffee after lunch gets us through the afternoon. Not only coffee contains the stimulant caffeine but also other caffeinated beverages or sports nutrition products. Caffeine has numerous actions on different body tissues. Already as little as 75mg caffeine per portion can increase mental performance.

Try out caffeinated products up to 60 minutes before or during prolonged rides or runs!

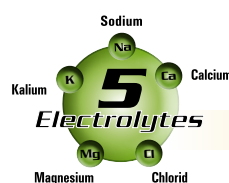
The European Food Safety Authority (EFSA) recently stated that caffeine intake in an effective dose of 3-4mg/kg bodyweight one hour prior to the endurance exercise increases endurance performance and reduces perceived exertion. However, individuals respond differently to the effects of caffeine and it does not work for everyone.

You will find caffeine in the following PowerBar® products: CHARGER, ISOMAX Isotonic Sports Drink, 5 ELECTROLYTES Zero Calorie Sports Drink Pink Grapefruit and Lemon Tonic Boost, ENERGIZE bar Coconut, POWERGEL® Original Black Currant and Green Apple, POWERGEL® FRUIT Mango Passion fruit, POWERGEL® HYDRO Cherry, POWERGEL® HYDROMAX Cola, POWERGEL® Shots Cola.



© Matthias Wjst

PowerBar® ISOACTIVE and **ISOMAX Isotonic Sports Drink** are designed to maximise your rate of hydration while leaving you refreshed. Made up with water they provide a carbohydrate electrolyte solution which contributes to the maintenance of endurance performance. Sodium, the primary of the 5 main electrolytes lost in sweat, enhances the absorption of water during prolonged endurance exercise. In addition, sweat contains among other substances the minerals chloride, potassium, calcium and magnesium.



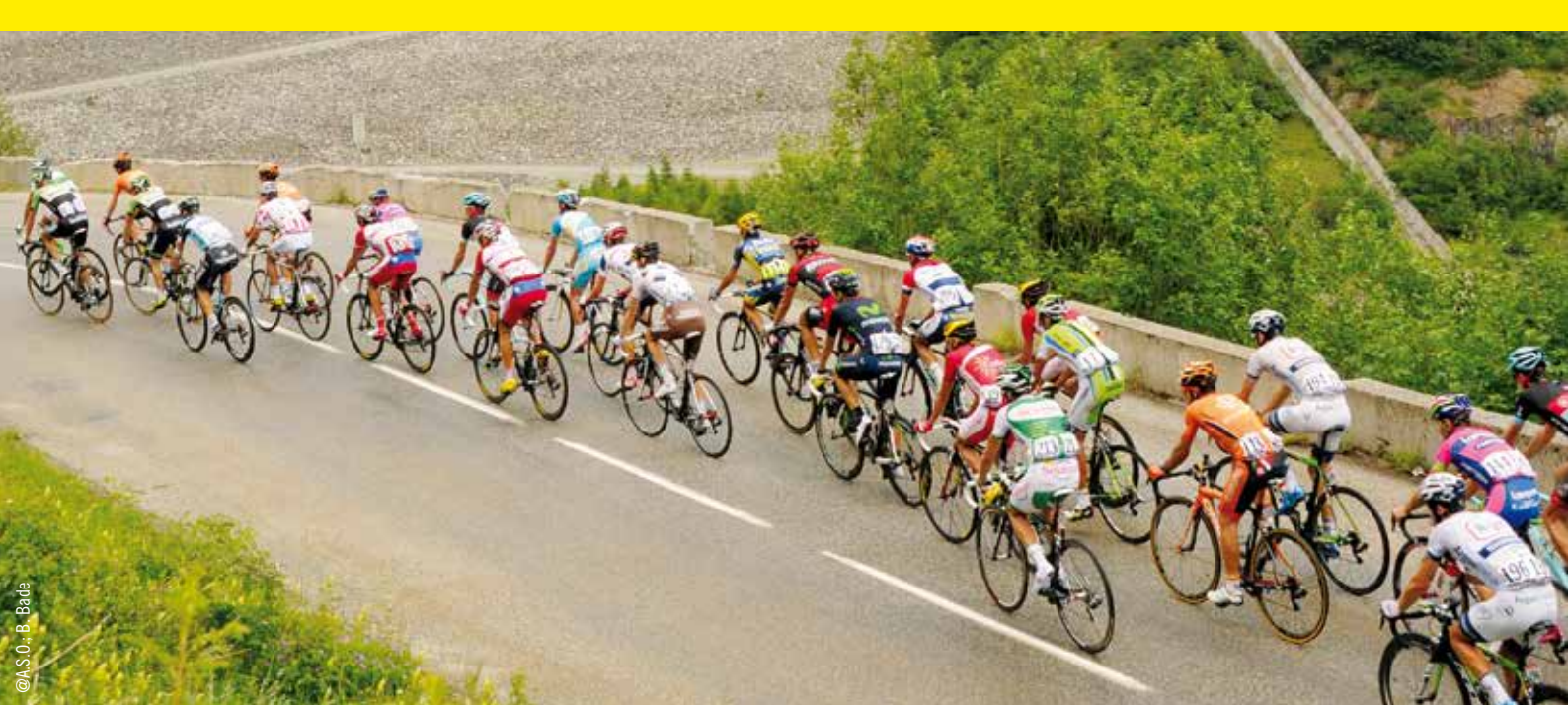
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2.2 Energy

Physical activity requires energy. The more intense (higher speeds) or longer the duration of the activity the higher the rate of energy used.

Carbohydrates are the primary and fastest fuel for endurance activities and can be stored as an energy source in our body in the form of glycogen in the liver and muscle. Muscle glycogen is a readily available carbohydrate source for the working muscle. On the other hand the main role of glycogen in the liver is to maintain a constant blood glucose level. As blood glucose levels drop hypoglycaemia (low blood sugar) may develop resulting, for example, in reduced mental alertness and ability to concentrate.

You'll only discover how far you can go if your 'energy tanks in muscle and liver' are stocked-up. As a rule for pre-event meals, you should eat low-fat, carbohydrate-rich meal that is low in fibre and easy to digest 3-4 hours before your exercise (e.g. pasta with low-fat tomato sauce, cold or hot cereal with banana, honey and low-fat yoghurt; see also PowerBar® plate model page 11).



©A.S.O., B. Bado

Small carbohydrate-rich snacks (e.g. **PowerBar® NATURAL ENERGY CEREAL bar**, ripe banana, toast with honey) should be taken up to 1 hour before. If you tend to suffer from pre-competition jitters and/or don't feel like eating, try liquid carbohydrate sources instead (i.e. isotonic drink or gel dissolved in water) if you cannot face solid food.

When your glycogen stores are depleted, you are not able to continue your exercise at a high intensity. Therefore, you need to provide your body with the right source and right amount of carbohydrate during prolonged running and cycling activities.

PowerBar® ISOACTIVE and **ISOMAX Isotonic Sports Drink**, **ENERGIZE Bar**, **ENERGIZE Wafer**, **POWERGEL®**, **POWERGEL® SHOTS** and **PERFORMANCE SMOOTHIE** have been developed for endurance sports with C2MAX Dual Source Carb Mix, a special ratio of glucose and fructose sources.

The recommended carbohydrate intake depends on duration and intensity of the activity and lasts up to 90g carbohydrates per hour.



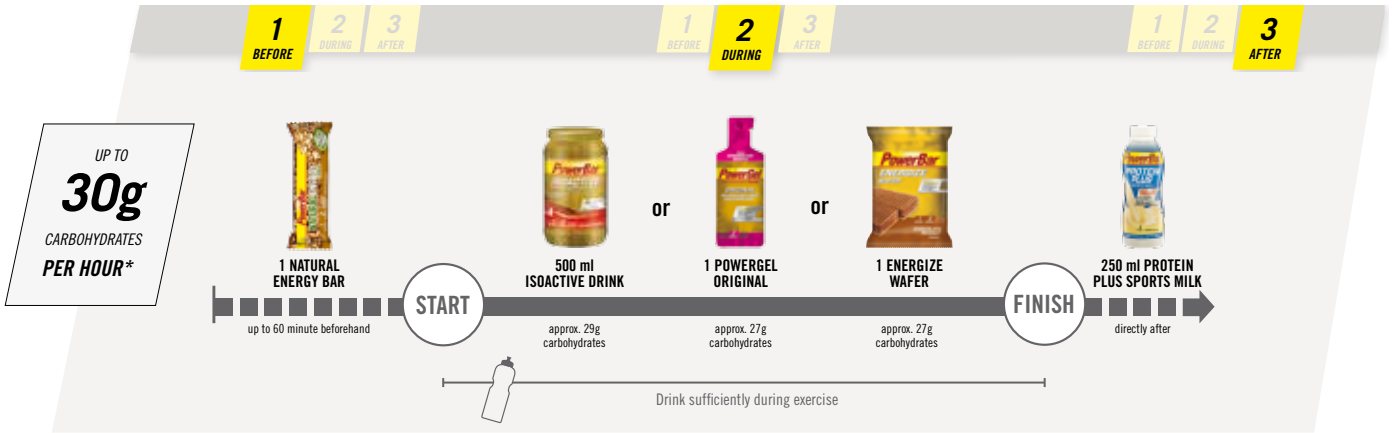
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Endurance sport: Sports nutrition strategy per hour

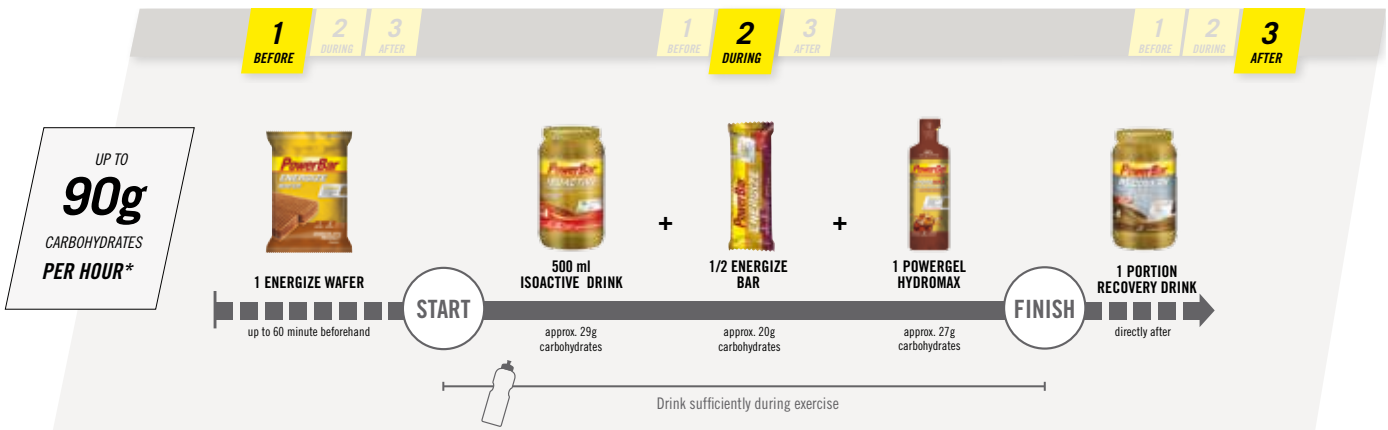
ENDURANCE SPORTS SPORTS NUTRITION STRATEGY PER 1 - 2 HOURS



ENDURANCE SPORTS SPORTS NUTRITION STRATEGY PER 2 - 3 HOURS



ENDURANCE SPORTS SPORTS NUTRITION STRATEGY PER > 3 HOURS



*Scientifically recommended amount of carbohydrates

Example: Sports nutrition strategy during 3 hours cycling (with approx. 54g carbohydrates per hour)



Our tip: In training sessions, experiment with what you will take, how much of it you will take and how often. Never try something new on race day!

2.3 Recovery

After intense endurance training or competition recovery is key. Rapid recovery is a must during periods of heavy training and anytime you have more than one training session a day. In addition, sports nutrition strategies help promote training related adaptation processes (see graphic page 3) which helps you to get the most from one training session to the next.

It's important that you give your body the right nutrients and the right amounts directly after exercise. The body needs:

- **Carbohydrates** to refill its glycogen stores
- **High-quality protein** to repair the damaged muscle tissue and to build new muscle tissue
- **Fluid and electrolytes** (especially **sodium**) for efficient rehydration

As soon as possible after training – ideally before taking a shower – the body should be supplied with a combination of carbohydrates and protein, in addition to sufficient fluid. If you don't feel like eating a meal or solid foods try a recovery drink: **PowerBar® RECOVERY Regeneration Drink** is designed for immediate use after exercise to provide your body with high quality protein sources, carbohydrates and minerals. A delicious **PowerBar® PROTEIN PLUS 30% Bar** in combination with fluid, half a bottle of **PROTEIN PLUS SPORTSMILK** or a protein shake possibly mixed with a ripe banana are other options directly after exercise. To optimize the muscle glycogen stores this should be followed by carbohydrate-rich meals as increasing the total amount of carbs consumed after exercise is the most important factor for long-term recovery.



3. PREPARING FOR A COMPETITION

Try new nutrition strategies in training first, especially as factors such as training intensity and duration play a crucial role in tolerances. For example, high exercise intensity or nervousness can reduce the bodies tolerance of food and drinks. Therefore, you need to work out yourself **'what product'**, **'when'** and in **'which amounts'** suits you best. Never experiment in an important race or in training the day before – you could still be suffering next day if you experiment the day before.

3.1 Carbohydrate-loading principle

If you're planning to compete in a race that will require your body's muscle glycogen stores to be at their maximum then carbohydrate loading – a special technique in which you taper your training one or more days before a race, whilst increasing your intake of carbohydrates – might be right for you. Done correctly, the net result is a significant boost in your muscle stores of glycogen.

Carb-loading methods have changed dramatically in recent years. Very complicated and extreme diet-exercise methods are no longer essential to increase muscle glycogen stores successfully. An effective and easy strategy to maximize your energy stores before a competition is to consume a high-carbohydrate intake (7-12g carbohydrates/kg bodyweight) in the week prior to competition in combination with a reduced training schedule.

The **PowerBar® plate model** offers a meal planning approach that is simple and helps you get an idea about the balance between the food groups for meals which are high in carbs:

PowerBar® plate model high in carbs



- Easily digestible grain products (e.g. pasta, white bread, instant oatmeal, cornflakes, cereals), rice, quinoa, amaranth, millet, potatoes
- Fish, seafood, lean meats (e.g. lean beef, veal or lamb), poultry, eggs, low-fat milk and dairy products
- Seasonal or frozen, easily digestible cooked vegetables, carbohydrate-rich ripe fruits (e.g. banana), fresh vegetable and fruit juices / smoothies in a great variety and in different colors (e.g. red = tomato, yellow = carrot), dried fruits (e.g. raisins)

In addition: Healthy fats e.g. refined rapeseed oil for cooking or virgin olive oil to prepare cold meals in small quantities



© Marcel Hilger



Professional Continental Team - PowerBar User since 2014

Examples of high carbohydrate-rich meals based on the **PowerBar® plate model** include:

- Porridge with low-fat milk and fruits
- Breakfast cereal with low-fat milk and banana
- Pasta with low-fat tomato sauce and 1-2 tablespoons of grated low-fat cheese
- Toast spread with a little low-fat cream cheese, jam or honey and a glass of fruit juice



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Examples of high carbohydrate-rich snacks include:

- Dried fruits (for example raisins)
- **PowerBar® NATURAL ENERGY CEREAL** or **FRUIT&NUT bar**
- Fruit-Smoothies (from low-fat milk or yoghurt, fresh fruit and honey)




1/2

Glycogen is stored in the muscles together with water. That means that if you've effectively super compensated your muscle glycogen stores, you'll naturally be a bit heavier because of the extra water you're carrying. This is why it's important to try out before a competition. Be sure to practice your carbohydrate loading regimen before long training sessions. This will help you optimize the right types and quantities of foods and beverages you'll personally need to successfully carb-load, and will also help you get a sense of the performance benefits you can expect as a result.

3.2 Nutrition on the competition day

Below are some examples of suitable meals and snacks with timings in relation to the exercise. When it comes to food tolerances, there is an enormous amount of variation between individuals, so you should check for yourself to find out **WHAT** suits you best, **WHEN** and in **WHAT QUANTITY**. Other factors, such as training intensity and duration, play a crucial role in tolerance as well. For example, high exercise intensity or nervousness can reduce the body's tolerance of food and drink.

	WHEN?	WHAT?	RECOMMENDATIONS
BEFORE EXERCISE	3 - 4 hours before	Easily digestible meal: high in carbohydrates, low in fat and fibre, combined with sufficient fluid (5 - 7ml per kilogram of body weight is recommended)	<ul style="list-style-type: none"> • Pasta with low-fat sauce (e.g. tomato sauce or low-fat bolognese sauce) + fluid • Rice with steamed carrots and chicken breast + fluid • Baked potato with low-fat herbed soft cheese + fluid • Light vegetable soup with bread + fluid • Toasts with honey or jam + fluid • Sandwiches with low-fat cold cuts or cheese + fluid • Easy-to-digest breakfast cereals, such as cornflakes, with milk (providing you don't have a milk intolerance), banana + fluid • Fruit-flavoured buttermilk with banana
1 BEFORE	Up to 60 minutes before	Carbohydrate-rich drinks or snacks with sufficient fluid	<ul style="list-style-type: none"> • Rice wafer + fluid • White bread with honey + fluid • Ripe banana + 5 ELECTROLYTES Drink • PowerBar® ENERGIZE bar + fluid • PowerBar® ENERGIZE WAFER + fluid • PowerBar® ISOMAX or ISOACTIVE Drink • PowerBar® PERFORMANCE SMOOTHIE + fluid • PowerBar® NATURAL ENERGY CEREAL bar + fluid
2 DURING	<p>Drink and eat little and often (e.g. drink 150 - 200ml every 15 minutes)</p> <p>Start drinking as soon as possible and do not wait until you are thirsty</p>	Snacks and/or drinks that are rich in carbohydrate (30 - 90 grams of carbohydrate per hour is recommended) and contain sodium	<ul style="list-style-type: none"> • PowerBar® ISOMAX drink or ISOACTIVE drink • PowerBar® POWERGEL® + fluid • PowerBar® POWERGEL® SHOTS + fluid • PowerBar® ENERGIZE bar + fluid • PowerBar® PERFORMANCE SMOOTHIE + fluid
3 AFTER	Immediately after	Approx. 1g carbohydrates per kg of body weight, plus approx. 20 - 25g protein and sufficient fluids and electrolytes for rehydration	<ul style="list-style-type: none"> • Flavoured milk drink and dried fruits • Rice cakes with fruit-flavoured buttermilk • Yoghurt with easy-to-digest cereals, instant porridge oats + fluid • Semolina or rice pudding + fluid • PowerBar® RECOVERY drink with low-fat milk • PowerBar® PROTEIN PLUS 30% bar + fluid • PowerBar® NATURAL PROTEIN bar + fluid • PowerBar® PROTEINPLUS SPORTSMILK 250 ml + 1-2 handful raisins



**FIND OUT MORE ON WWW.POWERBAR.COM
OR CONTACT OUR EXPERTS:
NUTRITIONTEAM@POWERBAR-EUROPE.COM**

Worldwide, PowerBar belongs to the leading suppliers of high-quality sports nutrition. Therefore, we take responsibility concerning quality and security of our products. PowerBar® Products are based on the latest scientific knowledge and are developed together with leading sports and nutrition scientists and professional athletes.



**You can actively take part in the product development, read more:
www.powerbar-nutrition-lab.com**

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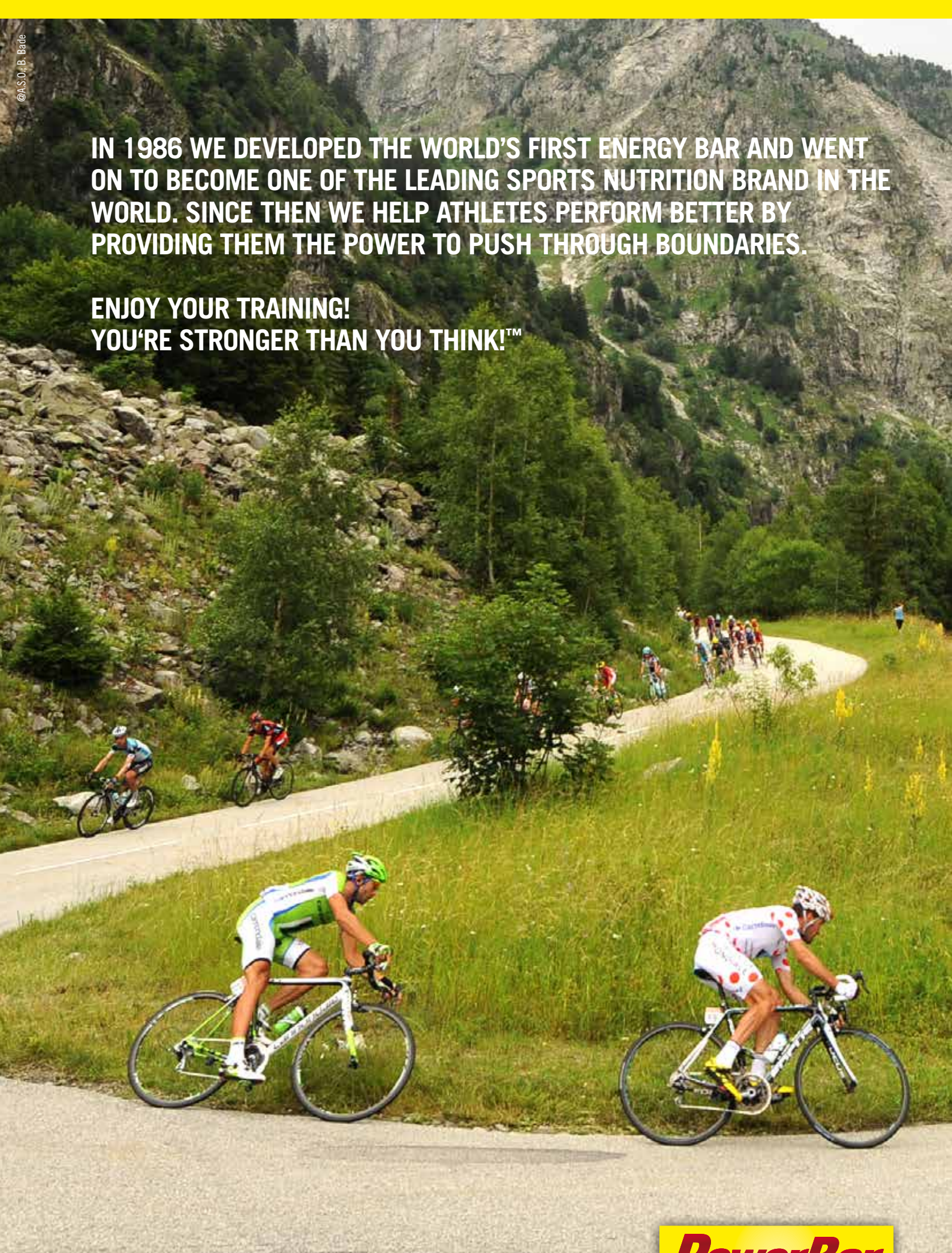
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PowerBar® is not engaged in rendering medical advice or services. The information presented in this booklet is not intended for diagnostic or treatment purposes. You should consult your doctor for medical advice or services, which is particularly important if you are under eighteen (18) years old, pregnant, breast-feeding, or have health problems.

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IN 1986 WE DEVELOPED THE WORLD'S FIRST ENERGY BAR AND WENT ON TO BECOME ONE OF THE LEADING SPORTS NUTRITION BRAND IN THE WORLD. SINCE THEN WE HELP ATHLETES PERFORM BETTER BY PROVIDING THEM THE POWER TO PUSH THROUGH BOUNDARIES.

ENJOY YOUR TRAINING!
YOU'RE STRONGER THAN YOU THINK!™



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