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**NELLSON INTRODUCES CUSTOMER-DRIVEN BLOG: ‘NELLSON IN MOTION’
Resource Offers Market Insight and Formulation Solutions
for Successful Nutrition Bars and Functional Powders**

(September 2017) Anaheim, CA – Nellson LLC, the leading full-service nutrition bar and powder provider in North America, recently introduced ‘Nellson in Motion’. The blog, written by Nellson’s team of experts, offers insight and information on the nutritional bar and functional powder markets. Content is designed to highlight current consumer trends, methods to overcome formulation challenges, and tips for successful product launches.

Bart Child, Nellson’s Sr. VP Commercial Development, said, “We developed the ‘Nellson in Motion’ blog as a tool to communicate the latest news and market insight around nutritional bars and functional powders. At Nellson, we have an incredible wealth of in-house R&D expertise and market information, and we want to share that knowledge with our customers. We hope they will find our blogs to be insightful, as we dive into current consumer trends, examine formulation challenges, and share tips for successful bar and powder development."

The Nellson team of experts post blogs that cover news and information on topics and trends such as:

* **Making Clean Label Simple**–This post examines the challenges of creating clean label products, current consumer perceptions, as well as the future of the category.
* **Customized Vitamin and Mineral Pre-blend Powders**–Nellson’s R&D team discusses current challenges in the development of nutraceutical powders, as consumers seek products that meet specific nutritional criteria. The post also highlights Nellson’s custom pre-blend solutions that are available to meet specific label claims, with products that offer ideal shelf life and more.
* **Quality Matters**–Nellson weighs in on which certifications and standards are most important in **today’s nutrition marketplace**.

Please visit <https://www.nellsonllc.com/connect/blog> to access and bookmark Nellson’s previous blogs, and be sure to sign up to receive future posts from Nellson’s team of experts.

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***About Nellson***
Nellson, the leading full-service nutritional bar and powder provider in North America, is based in Anaheim, California, with production locations in California and Quebec. Founded in 1962, Nellson has over 50 years of diversified expertise in nutrition platforms for bars and powders, serving the wellness, performance, weight management, snack/breakfast, and functional market segments. Nellson offers technical capabilities, quality assurance, flexible production, research and development, and sales and marketing support. Nellson is owned by Kohlberg & Company, a leading U.S. middle-market private equity firm based in Mount Kisco, NY.

***About Kohlberg & Company***

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