Healthy BARS
BARS THAT REACH THE WORLD
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Healthy Bars brings next-gen protein bar capabilities to PLMA Chicago 2026

At PLMA Chicago 2026, Healthy Bars will put scale at the center of its story, presenting the capabilities of its highly automated facility designed for an annual capacity of more than 500 million protein bars.

As a specialized private label protein bar manufacturer, Healthy Bars works with brands looking for more than production capacity alone. The company combines large-scale manufacturing with product development, technical know-how and proprietary formulations to create protein bars tailored to specific brand strategies, nutritional targets and consumer expectations.

The new facility marks a major step in Healthy Bars' ability to support partners with substantial volume requirements, growing portfolios and expansion plans. Increased automation and production capacity are designed to provide the consistency, repeatability and reliability brands need when moving from development to large-scale commercial production.

At the same time, product experience remains central. Healthy Bars develops concepts across high-protein, high-fiber, low-sugar and vegan propositions, as well as more indulgent and multi-texture formats. Taste, texture, mouthfeel and overall sensory experience are considered alongside nutritional performance, helping partners create products that are not only functional, but competitive and relevant to consumers.

Quality and safety are embedded throughout the process. Healthy Bars is IFS-certified, with quality systems covering product development and manufacturing, supported by state-of-the-art technology, disciplined production processes and an experienced team.

For private label partners looking to enter the protein bar category, expand an existing range or scale a successful product, Healthy Bars

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brings together the capabilities that matter most: **serious production capacity, flexible development, reliable execution and product quality built to perform at scale.**

At PLMA Chicago 2026, Healthy Bars will show how private label protein bar expertise can scale without compromising the product.