MAKE YOUR BARS

They have attacked a classic market: that of energy bars aimed at people who practice sports. Its added value lies in the possibility for customers to personalize the entire product: ingredients, flavors and functionalities, as well as the packaging.

The idea of business arose from testing the energy bars that many athletes consume "and that we did not like, in general, for its taste and industrial origin. We decided to focus on the personalization of both the product and the packaging, which gave a twist to the world of classic bars, "explains Rafael Campins, who together with Paco Martínez, have launched Make Your Bars, dedicated to the development, marketing and distribution of personalized energy bars (in ingredients such as wrapping, for a minimum quantity of 15 units), made by hand without preservatives or additives.