

# SOLID Master Copy

## Teaser copy

1. This will make your jaw drop.
2. Sorry, it's not Hydrogel. But it's unapologetically Maurten.
3. A solid complement to your Hydrogel fueling.

Main tagline: 0% Hydrogel 100% Maurten

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## Product description

Back to basics.

SOLID reinvents by removing everything but the essentials. The result is a performance-focused oat-and-rice-based chewable. It may look like a bar, feel like a bar, and taste like a bar — but it's definitely not a run-of-the-mill bar. This is SOLID.

SOLID is our first non-Hydrogel product, developed using our founding principles — science, the athlete, nutrition, and innovating performance.

SOLID 225 and SOLID 225 C are fast and light carbohydrate-rich, low fiber fuel sources — the perfect complement to your Hydrogel fueling. SOLID 225 is sweet and natural. SOLID 225 C contains cocoa, offering a taste alternative or flavor reset during training or racing.

Sorry, it's not Hydrogel. But it's unapologetically Maurten.

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## Sorry, it's not Hydrogel. But it's unapologetically Maurten.

It may be our first non-Hydrogel product, but we stuck to what know and what makes our GEL and DRINK MIX unique. We listened to science. We listened to the athletes. We distilled it down to the essentials. We focused on performance.

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## USPs

### Performance focused

*Here's something to chew on.*

The majority of “energy” bars are made to have snack-appeal. SOLID, on the other hand, is built for fueling both performance and recovery. They are worlds apart — one is aimed at the top supermarket shelf, the other at the top of the podium.

However, almost all the athletes that tested SOLID have remarked on the pleasant oat-and-rice-based texture and natural taste. Which — along with a minimal ingredient list that delivers high-carb, low-fiber fueling — is a winning combination.

### **High on carbs, low on sugar**

#### ***All kinds of sweet.***

SOLID is packing a lot of carbohydrates, more than most bars out there. The taste, too, offers a nice level of sweetness. Don’t be fooled into thinking that we’ve just sugar-loaded SOLID to achieve this. The carbohydrates and sweetness come from a variety of sources — sugar, oats, and rice.

### **Not like other bars**

#### ***New-trition.***

We didn’t set out to make a commercial product when we started our SOLID journey. We thought, “If we make a bar that’s good enough for an elite rider or athlete, it will be good enough for all athletes.”

When we looked into it and spoke to our athletes, we realised that there were simply not many options out there for a performance-focused bar. SOLID is the result. Pure and simple.

### **Complements Hydrogel**

#### ***A solid complement to your Hydrogel fueling***

SOLID is not a replacement to training and racing on Hydrogel — it’s a complement to it.

For marathon runners, SOLID is a perfect post-session or post-race recovery snack to replace carbohydrates. It also works as a pre-race meal alternative.

For cyclists, SOLID is a great fuel option for low-to-medium intensity rides and as a before and after snack.

For Ultra runners, the standard nutrition advice is to eat something solid every 4 hours. SOLID’s salt content is also an advantage in replacing sodium levels during long training sessions and races.

For triathletes, SOLID is an ideal between-session fuel as well as a post-session or post-race recovery snack to replace carbohydrates.

It's said that great achievements are built on solid foundations — we couldn't agree more.

## **Sometimes we crave real food**

***You're a well-fueled machine — a human one.***

Proper fueling is essential for an athlete to train, race, and recover — but variation is important too. We often hear from athletes that sometimes they just want to feel human. Simply put, they crave something to chew on. SOLID is designed for those occasions — pre-or-post training and racing and during sessions more than six hours long. SOLID is a performance-focused, oat-and-rice-based chewable — containing everything to feel — and fuel — human.

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## **Athlete Quotes**

Molly Seidel —

'It gives me those quick carbs that I can use and it's really light on my stomach.'

'I felt fine eating it and then being able to go and run, like, five minutes later.'

'I absolutely love it. Double thumbs up — I really enjoyed the new product.'

Flora Duffy —

'Easy to eat when you're on the bike — really nice.'

'Really liked the taste — neutral and sweet.'

Jan Frodeno —

'They do the trick — perfectly.'

Carl Fredrik Hagen, Pro Cyclist, Israel Start-Up Nation —

'It felt like an endurance product, not a candy bar.'

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