

## **Article #2: Hammer Label Certifications**

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Coming from a background in high performance bicycle racing, I perpetuated a vague understanding that Hammer endurance fuels are targeted simply to the before/during/after phases of activity, and that running and bike shops are the only places that you can find our products.

After attending the recent Canadian Health Food Association expo in Toronto (one of my first jobs as a representative for the company), and having had the opportunity to speak with many natural and health food storeowners at our booth, I can tell you that my eyes have opened to the attention to detail that goes into the production process, and the particular customer base that those considerations attract.

The week after the tradeshow, I spent some time researching all of the certifying logos on our labels. Below are five points that I think more athletes should be made aware of...

### **Diabetic Friendly**

Diabetics must be cautious of the sugar content in their diets, especially simple sugars that are known to produce "flash and crash" symptoms that lead to a myriad of short and long term problems. We use maltodextrin (complex carbohydrate), plus stevia and xylitol (natural sweeteners) for their low GI rating. Our products are all diabetic friendly.

### **Kosher**

Kosher foods are prepared in strict coherence to Jewish law. Our manufacturers pay specific attention to what ingredients are used, their origin, and how they are prepared. All of our energy fuels are certified Kosher, including those with traces of dairy.

#### **Kosher Certified**

Hammer Gel  
Heed  
Perpetuem  
Soy  
Sustained Energy  
Almond Raisin Bars

#### **Kosher Dairy Certified**

Chocolate Chip Hammer Bars  
Cashew Coconut Chocolate Chip Bars  
Recoverite  
Whey

## **Gluten-Free**

Celiac disease is an autoimmune disorder that affects how you digest the protein (Gluten) in barley, wheat, and rye. Awareness of the disease and gluten-free diets is gaining exposure, and more of us are learning just how serious this problem is – myself included. You will be glad to know that our products are all gluten-free.

## **Vegan**

For the most part, Hammer products are vegan friendly – meaning that we have almost entirely eliminated the use of animal products. To get a better breakdown on what Hammer products are, and those that are not certified vegan, [click here](#).

## **Organic**

I'm happy to promote the fact that our bars are among a very few in the sports nutrition market to be organic certified. Take a look at the back of a label sometime. It will be difficult to find an ingredient that you cannot pronounce, or are not familiar with. This fact equates to wholesome, good stuff!

For these reasons and more, I now refer to Hammer as “health food for athletes.”

Truly, you will not find a cleaner full spectrum line on the market.