



## Be More brings collagen raw bars to SIAL Paris 2026, a format still rare on the shelf

Three collagen raw bars, including a marine collagen variant, alongside the Be Active, Be Fit and Be Beautiful ranges. No baking, gluten free, made in Estonia.

Be More will present its raw bar range at SIAL Paris 2026 from 17 to 21 October at Paris Nord Villepinte, led by three bars that combine hydrolysed collagen with fruit and nuts in an unbaked format.

Collagen has become a familiar ingredient in powders and drinks, but is still uncommon in bars. Be More's Collagen Edition Cherry and Collagen Edition Citrus use hydrolysed bovine collagen, while the Marine Collagen Strawberry and Blackcurrant bar uses collagen from fish. All three are high in fibre and a source of protein, and are built on a base of dates, gluten free oats and nuts rather than syrups and protein isolates.

The wider range also includes Be Active, with blackcurrant, almond and a superfood mix of beetroot, goji, chia and camu camu; Be Fit, with peanut, raw cacao, pea protein and hemp protein; and Be Beautiful, with coconut and raspberry. All bars are 35 g and supplied in boxes of 16, are gluten free, contain no preservatives, and are produced in Estonia. The Be Active, Be Fit and Be Beautiful bars are also suitable for vegans.

One cent from the sale of every Be Active bar is donated to the Estonian Cancer Society, and five cents from every pack of the Be Beautiful superfood mix.

Be More is looking to meet snacking and confectionery buyers, health food retailers, convenience chains and e-commerce partners at Hall 7, Stand H 411 during SIAL Paris 2026.

### THE RANGE

Three collagen bars: Cherry · Citrus · Marine

Plus Be Active, Be Fit and Be Beautiful

35 g bar · 16 bars per box

High in fibre · Source of protein

No baking · Gluten free · Made in Estonia

### PRESS CONTACT

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