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Get to Know Redd Bar

The Portland, ME Health Bar That's Spreading Clean, Positive Energy

Redd is a first-of-its-kind superfood energy bar helping people achieve goals and enhance lives nationwide. This innovative bar is as delicious as it is nourishing and offered in four different flavors: Chocolate, Peanut Butter, Oatmeal, and Mint Chocolate, each the product of meticulous research and testing. Plus, they're made with 100 percent natural ingredients to help everyone from foodies, to fitness fanatics, to workers on the go sustain their active lives.

Redd bars aren't your average midday snack. They're a fine-tuned experience, painstakingly developed and tested to deliver a premium product. Redd integrates innovations from nutritional science, natural chemistry, and human performance engineering to provide complete, all natural energy. Part protein bar, part energy shot, and part multi-vitamin, Redd bars are certified gluten free, 100 percent vegan, 70 percent organic, low-glycemic, and free of dairy, soy, GMOs, refined sugars, and anything artificial. Perhaps the most surprising part about Redd bar is the simple fact that they're so delicious. As Founder Alden Blease likes to say, "If Mother Nature made anything better, she kept it for herself."

Redd is free of fillers, additives, and low-cost protein sources. Every ingredient serves a functional purpose. These ingredients include: 11 superfoods (including chia, açai, goji berry, mangosteen, maca, yerba mate and quinoa); 23 vitamins and minerals; and 9–10 grams of protein (varies by bar), equivalent to two ounces of salmon, two eggs, or about 50 almonds. Yerba mate provides 35 milligrams of clean caffeine for rapid improvement of available energy while the bar's complex carb structure delivers energy continuously throughout the day (or night). No matter what the task: finishing the workday, hiking a trail, writing a book, learning a language, etc., Redd supplies the energy to power through.

All his life, founder Alden Blease has used food to improve lives. He first began experimenting with functional foods as a high school athlete, making meals for his soccer teammates. Later, after a career in Manhattan's fashion industry, Blease returned to Maine and enrolled in a Biological Engineering program where he created a clean energy bar capable of supporting his demanding schedule. His first attempts featured superfoods like maca, chia, flax, spirulina, goji and cacao—an early blueprint for what would later become Redd.

Eventually, Blease perfected his recipe, created his first brand (“Rawgasms”), and started selling his creations to fellow students and health food stores. He loved seeing his peers feel better after abandoning unhealthy dorm food in favor of his healthier alternative. The bars grew popular, and he soon connected with distribution and manufacturing partners to officially launch Redd. To this day, the brand's aesthetic remains strongly influenced by the clean design sensibilities of the fashion world Blease once inhabited in New York City.

Today, with increased production and new distribution to over 1,000 retail stores nationwide, Redd is spreading positive energy coast to coast; from Portland, Maine to Portland, Oregon. And Blease is thrilled at the opportunity to help a growing number of people achieve their goals and feel more alive.

"What began as a personal quest for healthier nutrition to fuel my busy, on-the-go lifestyle now has the potential to transform the functional foods market for millions of people," says Blease. “Redd Superfood energy bars' distinctive ingredients and tasty flavor profiles will help thoughtful energy seekers make better eating decisions every day."

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About Redd

Alden Blease founded Redd with one mission above all: to help people feel more alive. This goal drives everything from the gluten free, vegan ingredients, to the recipe, to the packaging. What began years ago as Alden's energy-packed alternative to dorm food is now a fine-tuned energy bar experience, an elevation of the traditional protein bar, packed with superfoods, clean protein, and positive, sustaining energy. Plant-based, non-GMO, and soy free, Redd is committed to providing the highest level energy bar experience to anyone seeking a clean, crash-free boost. Currently, Redd offers four delicious flavors: Chocolate, Peanut Butter, Oatmeal, and Mint Chocolate. For more information, or to connect with Redd, check out their website, or find them on Facebook, Twitter, and Instagram.