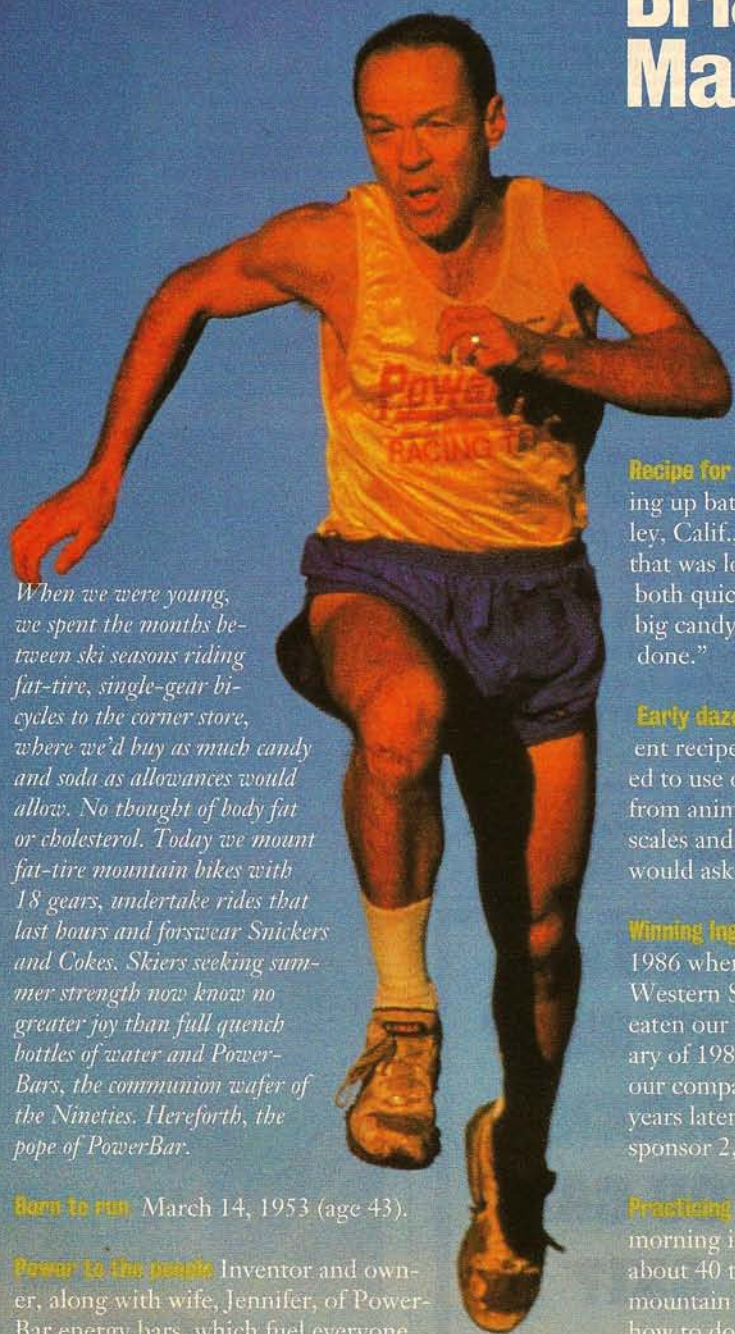


last run

Brian Maxwell



When we were young, we spent the months between ski seasons riding fat-tire, single-gear bicycles to the corner store, where we'd buy as much candy and soda as allowances would allow. No thought of body fat or cholesterol. Today we mount fat-tire mountain bikes with 18 gears, undertake rides that last hours and forswear Snickers and Cokes. Skiers seeking summer strength now know no greater joy than full quench bottles of water and PowerBars, the communion wafer of the Nineties. Hereforth, the pope of PowerBar.

Born to run March 14, 1953 (age 43).

Power to the people Inventor and owner, along with wife, Jennifer, of PowerBar energy bars, which fuel everyone from world-class athletes to weekend warriors and harried stockbrokers.

Marathon man Was world's No. 3 ranked marathoner (2:14:43) in 1977.

Running on empty "In 1983 I was leading a marathon in England en route to a personal best

time, but I hit the wall. I just ran out of energy. That's when I knew there was a need for a sustained energy food."

Recipe for success "Jennifer and I started cooking up batches of energy bars in our tiny Berkeley, Calif., apartment. We wanted something that was low in fat, easy to digest and good for both quick energy and sustained energy. The big candy companies told us it couldn't be done."

Early daze "We tried more than a 1,000 different recipes from 1983 to 1986. When we wanted to use oat bran in a recipe, we had to buy it from animal feed suppliers. People who saw the scales and bags of white powder in our kitchen would ask us if we were selling drugs."

Winning ingredients "The turning point came in 1986 when several runners came back from the Western States 100-Miler and said they had eaten our bars and run personal bests. In January of 1987, we took our life savings and started our company, producing 35,000 bars. Nine years later, we have 150 employees and we sponsor 2,000 athletes and 4,000 events."

Practicing what he preaches "I still run every morning in the Berkeley hills near our house—about 40 to 50 miles a week. And I try to go mountain biking at least once a week. I learned how to downhill ski last year."

Daily dose "I eat one bar a day—usually in the office at about 3 pm. Your brain works off glucose so you need to keep your blood sugar up so you can concentrate."

Favorite flavor Chocolate.

—Reade Bailey