**'Sochi' sports bread for top athletes from Gelderland**

**Top athletes in Gelderland can get acquainted with the special Sportsgrain sports bread. The sports bread in Sochi was of value to the Dutch Olympians during the Winter Games. Together with Topsport Gelderland, the supplier is starting to make the Sportsgrain Bar widely available for athletes in Gelderland with an NOC \* NSF status. After Papendal, the sports bread makes its entry into the entire top sports of Gelderland.**

The innovative sports bread has been developed for and with top athletes. The initiators now want to roll out in the 'Food Valley province'. Top athletes affiliated with Topsport Gelderland have the scoop to be able to purchase the new product at a special price. Within the target group of top athletes Sportsgrain gathers more and more feedback in order to be able to determine the optimal use of the sandwich in practice.

**Sandwich for endurance, strength and game sports**   
Although much is known about the positive effect, Sportsgrain believes that the evidence must come mainly from the sport. "And that is precisely why we are starting this campaign", says Koos Mosterd, director of the NTCP8 marketing agency, one of Sportsgrain's three partners. "In the test phase, various endurance athletes were involved, but of course we would also like to know what the findings are in strength and game sports".

Research in the test phase, carried out by HAN Sport and Exercise in collaboration with InnoSportLab Papendal and Topsportrestaurant Papendal, shows that the Sportsgrain Bar can be deployed well around and during an effort. In terms of efficacy, the sandwich appears to be similar to existing commercial sports nutrition products such as a sports bar.

**Available at Papendal and now also outside**   
The sports bread is now available in the Topsport restaurant at Papendal for over a year and a half and was available to Dutch athletes during the Sochi Winter Olympics. In addition, the skaters of Jong Oranje recently made use of the product during their training camp and it is still delivered to skating team Corendon. Sportsgrain has the ambition to offer all top athletes of the Netherlands a healthy alternative for the current energy and / or sports bars. "And where better to start than in Gelderland, the place where it all started".

**Gelders initiative**   
The initiators of Sportsgrain, which started as a IPC project, asked HAN SENECA Sports & Exercise Nutrition at the Hogeschool of Arnhem and Nijmegen where a good sports bread had to comply and then the ball started rolling. Tests were carried out in collaboration with InnoSportLab Papendal and the bread was included in the assortment of the Topsport restaurant of Sportcentrum Papendal.

The sum was quickly made and an action was set up together with Topsport Gelderland. Athletes affiliated with Topsport Gelderland receive a personal and unique Topsport Account within the Sportsgrain webshop. When the athlete places orders through this account, he / she does this with a 25% discount. Only athletes with an NOC \* NSF status will receive a personal account at Sportsgrain.

Lotte Visschers, facility manager at Topsport Gelderland: "All connected athletes can make use of our facilities network. For example, we have made discount agreements with various organizations, among other things, to support the (upcoming) top athletes in the province of Gelderland in their progress and well-being. The action with Sportsgrain fits perfectly into this ".

**Topsport Gelderland**   
Topsport Gelderland is the organization designated by NOC \* NSF to support, advise and facilitate top-class athletes and talents from the Province of Gelderland in possession of an NOC \* NSF status. Topsport Gelderland is an initiative of HAN Sport en Bewegen of the Hogeschool van Arnhem and Nijmegen.   
www.topsportgelderland.nl

**InnoSportLab Papendal**   
InnoSportLab Papendal offers athletes advanced test and measurement equipment for testing in the training environment. For companies and knowledge institutions, InnoSportLab Papendal is the innovative environment to jointly work on the development, realization and validation of new innovative products, services and facilities to support top sport.   
www.innosportlabpapendal.nl

**Top sports restaurant**  
The Topsport restaurant at the Arnhemhall at Papendal distinguishes itself as a restaurant where "functional food" is prepared purely and daily fresh. This means that the supply of all food in recipes with nutritional value is fixed and that the top athlete can time the consumption of the meals specifically on exercise, rest or recovery. www.sportcentrumpapendal.nl

**HAN Sport en Bewegen**  
HAN Sport en Bewegen is a training institute of the Hogeschool van Arnhem and Nijmegen for sports and physical education. As part of the institute, HAN SENECA Sports & Exercise Nutrition wants everyone to experience the added value of a high-quality diet in sports and exercise. As a training institute, the primary focus is on training students for the field of work. Furthermore, it is a combination of providing education, conducting research in practice and offering services in the field of sports nutrition and sports nutrition guidance in the Netherlands. www.HAN.nl/SENECA

**Sportsgrain**  
Sportsgrain is the name under which the initiators Millets Place and Bakels-Senior, in collaboration with NTCP8, combine high-tech knowledge with traditional production methods, in the belief that high-quality (top) sports and diet products can be developed. www.sportsgrain.com