San Diego residents NFL quarterback Kyle Boller, and his wife, former Miss California USA Carrie Prejean Boller, discovered their true passion and purpose. They set off on a quest to make the world a healthier place, one bar at a time.

After witnessing the transformation of Kyle’s father-in-law go from sick and dying, to healthy and thriving due to a healthy change in diet was a game changer for the two. They became enamored with wholefoods and realized how crucial they are in our every day diet. The man who helped their father-in-law later shared with them an ancient recipe he discovered, and they began eating it as a family. The more they ate it, the better they felt and realized its ingredient benefits. That’s when they had the “ah-ha” moment. What if they could take this ancient recipe and share it with the world? That’s exactly what they did. Crafted using the PHI ratio – a unique ratio found within nature – PHivebar uses a very specific blend of organic, non-GMO fruits, nuts, and seeds that work in synergy with your body. Each ingredient has been selected for your modern lives in one sublime, on-the-go superfood that is both ridiculously nutritious and supremely tasty.

In February of 2016, PHivebar was born. They want everyone to join in on their revolution of eating organic, non-GMO, gluten-free wholefoods that benefit not only you, but our planet, too!