

Herbalife Nutrition launches High Protein Iced Coffee in APAC

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The coffee is available in Café Latte and Mocha flavours



Nutrition company, Herbalife Nutrition, has launched High Protein Iced Coffee in the Asia Pacific. As a high protein, low-fat alternative to the popular iced coffee beverage commonly available at cafes, kiosks and coffeehouses, Herbalife Nutrition's High Protein Iced Coffee contains 15 grams of protein, but only 80 calories per serving. Available in Café Latte and Mocha flavours, the drink will serve as the ideal mid-morning or mid-afternoon snack.

"With consumers becoming more health-conscious and prioritising health and wellness due to the pandemic, there has been a clear increase in demand for healthier diets and snacks," said Stephen Conchie, Senior Vice President and MD, Herbalife Nutrition Asia Pacific. "Our High Protein Iced Coffee is specifically designed for consumers who love the refreshing taste of iced coffee but not the calories, fat and sugar that come with many of the readily available café options. Beyond being a convenient coffee drink that they can prepare easily, it also offers a great way for them to enjoy the healthier, more nutritious version of their favourite beverage every day."

The launch of the High Protein Ice Coffee by Herbalife Nutrition also meets the needs of an Asia Pacific market that is anticipated to consume more coffee between now and 2024. Each serving of Herbalife Nutrition's High Protein Iced Coffee contains 15 grams of protein, 80 calories 1 gram of fat with no added sugar and no artificial colours.

Herbalife Nutrition's High Protein Iced Coffee will be rolled out progressively in selected Asia Pacific markets by July 2021.