

## Nestlé® introduces Vital Pursuit® brand to support GLP-1 users

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Nestlé® is introducing Vital Pursuit, a new line of foods intended to be a companion for GLP-1 weight loss medication users and consumers focused on weight management in the US. The products are high in protein, a good source of fibre, contain essential nutrients, and they are portion-aligned to a weight loss medication user's appetite. The new line is also well-suited to support a balanced diet for anyone on a weight management journey. Vital Pursuit is the first food brand from Nestlé® intended for GLP-1 users to complement the eating habits of millions of Americans who are currently prescribed weight loss medication or actively working to manage their weight.

"At Nestlé® we want to be there for every moment in our consumers' lives - today and in the future. As the use of medications to support weight loss continues to rise, we see an opportunity to serve those consumers. Vital Pursuit provides accessible, great-tasting food options that support the needs of consumers in this emerging category," said Steve Presley, Chief Executive Officer, Nestlé® North America. "We're leveraging our deep understanding of consumers and nutritional science to stay ahead of the trends that are shaping consumer behaviours, and innovating across our portfolio to deliver products people will love."

People who are managing their weight may place a sharper focus on portion control and nutrient balance in their eating choices while still seeking great taste and accessibility. Vital Pursuit will help meet this need through a variety of frozen formats such as bowls with whole grains or protein pasta, sandwich melts, and pizzas. The products are portion-aligned and include essential nutrients like protein, vitamin A, potassium, calcium or iron. Vital Pursuit also includes gluten-free options, and several air-fryer-ready items for added convenience.