

Ascent Protein launches three new products

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Ascent Protein, one of the fastest-growing sports nutrition brands in the U.S., announced the launch of three new products at Whole Foods Market locations nationwide beginning this spring. The expansion includes the retail debut of customer-favourite Mint Chocolate Chip whey protein as well as the exclusive retail launch of Ascent's newest clear protein drink: Clear Whey Protein Isolate, in two refreshing flavours – Pineapple Coconut and Orange Mango.

Ascent has proudly partnered with Whole Foods Market since 2018, and the latest launch marks a continued investment in a relationship built on shared values and commitment to clean, high-quality ingredients. Both Ascent and Whole Foods cater to health-conscious, performance-driven consumers, making the retailer a natural home for Ascent's expanding product lineup.

"Our partnership with Whole Foods Market has played a significant role in helping us reach athletes and everyday health and fitness enthusiasts across the country," said B.T. Nauslar, General Manager at Ascent Protein. "Adding three new products to the shelves is a nod to the success we've seen together and our shared dedication to providing clean, effective nutrition products."

Ascent's Clear Whey Protein Isolate offers 20g of clear whey protein isolate with zero artificial flavors or sweeteners – it is a light, fruit-forward option designed for post-workout refreshment or anytime you need it throughout the day.

The Mint Chocolate Chip Native Whey Protein Blend brings a nostalgic, decadent flavour to the brand's signature whey lineup, which is already loved by many for its great taste and functional benefits.