

Bragg launches new Pineapple Turmeric Apple Cider Vinegar

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Bragg Live Food Products, Inc. (Bragg), the century-old brand that brought Apple Cider Vinegar (ACV) into the wellness mainstream, is raising the bar once again with the launch of its newest innovation: Bragg Pineapple Turmeric Apple Cider Vinegar Blend. Launching online at Bragg.com and on Amazon today, this vibrant new variety of ACV offers a bold, sweet and tangy twist on the iconic original. It's perfect for the health-conscious consumer looking for a new flavour option to mix up their daily wellness routine or round out their favourite recipe with a bold new flair.

Crafted with Bragg's signature organic, raw, unfiltered ACV, the Pineapple Turmeric ACV Blend infuses the zesty wellness staple with the tropical brightness of organic pineapple and the earthy, functional benefits of turmeric, a spice widely recognised for its digestive support. The result is a unique and delicious way to enjoy all the benefits of ACV, including 750mg of acetic acid per serving and Bragg's legendary naturally fermented 'Mother' in a flavour-forward formula designed to energise and inspire.

"At Bragg, innovation is rooted in a deep understanding of how today's consumers define wellness—and, increasingly, that includes products that deliver both function and taste," said Rona Williams, Senior Director of Strategic Innovation at Bragg. "According to recent trends, over 70 per cent of consumers say they're more likely to stick to a wellness routine when it tastes good, and tropical flavours like pineapple are seeing double-digit growth in functional beverages. Our new Pineapple Turmeric ACV Blend meets this moment: a bold, tropical twist on our iconic Apple Cider Vinegar that delivers wellness benefits with a craveable flavour experience."