

Kroger launches Simple Truth protein line with 80+ nutritious meals and snacks

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The Kroger Co. is simplifying protein and enabling customers to reach their protein goals more easily with the launch of Simple Truth Protein products. The entirely new exclusive line includes 80+ protein-packed, nutritious, convenient and affordable meals and snacks that are packed with flavour and Free From unwanted ingredients, such as artificial colours, flavours and preservatives.

Wellness and protein can often feel complicated, and Simple Truth is making it easier with new protein-packed products from a brand customers know, love and trust. The new protein-packed line is designed to jumpstart better-for-you habits simply with the widest private label offering of protein products on the market.

"Simple Truth Protein is Kroger's largest product expansion for the brand yet, designed to support customers who are prioritising wellness and protein in their diets," says Ann Reed, Group Vice President of Our Brands at Kroger. "By combining quality and affordability, these products highlight Kroger's commitment to Our Brands' innovation and to meeting customers' protein needs without the premium price tag."

Offering everything from on-the-go convenience and workout recovery to heat-and-eat meals and pantry staples that support balanced routines, customers can satisfy cravings while reaching their protein goals, including these registered dietitian-approved products:

Simple Truth Protein French Toast Sticks: A timeless breakfast classic made with cosy cinnamon. Enjoy this breakfast staple with a protein boost.

Simple Truth Protein Instant Decaf Coffee - 7 Superfood Mushroom Blend: Fuel the morning with a decaf mushroom blend that is made with pea protein.

Simple Truth Protein Jalapeno Cheddar Protein Puffs: Made with a bold and spicy kick, these jalapeno puffs are the perfect protein snack to fuel your afternoon.

Simple Truth Protein Cacio E Pepe Chicken Bowl: Grilled chicken with fresh pasta in a peppercorn sauce, this protein-packed bowl is perfect for on-the-go dinners.

Simple Truth Protein Chocolate Fudge Brownie Mix: Indulge in this decadently rich chocolate fudge brownie while staying on track with your goals.