

Purely Elizabeth Launches Purely Glow Granola

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Purely Elizabeth, the beloved natural foods brand known for its nutritious granolas, announced the launch of Purely Glow Salted Vanilla Pistachio Granola, its first-ever beauty-inspired, limited-edition granola, with collagen peptides and biotin. Timed to New York Fashion Week, the launch underscores the brand's continued leadership at the intersection of food and modern wellness.

Pistachio, a key flavour in the new granola, has also emerged as one of 2025's standout trending ingredients, with pistachio-related TikTok content totalling 55,000 posts in the most recent year, a 104 per cent increase over the prior 24 months.

Crafted with organic oats, roasted pistachios, real vanilla bean, and a hint of sea salt, Purely Glow Granola delivers an elevated flavour experience while infusing functional, beauty-inspired ingredients. The gluten-free granola is sweetened with coconut sugar, baked with coconut oil, and is a good source of fibre. It is also enriched with collagen peptides, coconut water powder, and biotin, all thoughtfully selected to support glow-from-within routines and everyday nourishment.

"Purely Glow Granola brings together two things that have always been important to me - nourishing food and daily beauty rituals," said Elizabeth Stein, Founder and CEO of Purely Elizabeth. "This limited edition flavour was inspired by my own wellness routine and the belief that food can be an important part of how we care for ourselves."

To extend the launch beyond the breakfast aisle, Purely Elizabeth is partnering with Cha Cha Matcha to introduce a Purely Glow menu inspired by the granola across all Cha Cha Matcha locations. The limited-time menu includes Pistachio Matcha Lattes, available hot or iced, and a Purely Glow Yoghurt Parfait layered with creamy coconut yoghurt, matcha chia pudding, and topped with Purely Glow Granola.