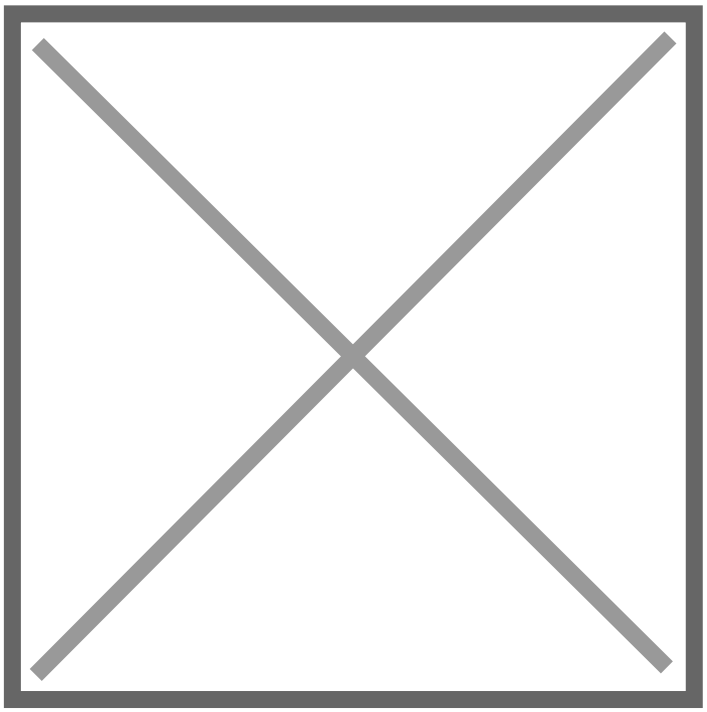
NFFOODS Spectrum
perspectives on food technologies & business
ASIA

MÃ¼ller and Myprotein Launch Mixers With 15g Protein Per Pot

17 March 2026 | News

The launch is designed to drive further growth in the protein segment and strengthen the partnershipâ??s position in chilled yoghurt and potted dessert protein products



The launch is designed to drive further growth in the protein segment and strengthen the partnershipâ??s position in chilled yoghurt and potted dessert protein products

MÃ¼ller Yoghurt & Desserts and Myprotein are strengthening their partnership with the launch of MÃ¼ller x Myprotein Mixers, a new high-protein yoghurt range designed to bring greater enjoyment, variety and texture to the protein segment.

The launch is designed to drive further growth in the protein segment and strengthen the partnershipâ??s position in chilled yoghurt and potted dessert protein products. The MÃ¼ller x Myprotein range continues to outperform the wider CYPD market, delivering more than ten times higher sales growth by value than the same period last year.

Launching first into Morrisons this month, with other retailers to follow, MÃ¼ller x Myprotein Mixers offer a fresh take on high-protein yoghurt by combining creamy, high-protein yoghurt with separate high-protein mix-ins, delivering contrast in texture and flavour within a single pot. The format has been developed to appeal to protein shoppers looking for more enjoyable, varied ways to hit their protein goals, without compromising on taste.

The new range will be available in three flavours: Banana Split with Chocolate Crunch, Strawberries and Cream with Vanilla Biscuits, and Cookies and Cream with Cookie Crunch. Each pot contains 15g of protein per 140g pot, and is low-fat,

supporting retailers in meeting shopper demand for healthier choices while maintaining strong taste credentials (RRP Â£1.50). Itâ??s the latest NPD in the MÃ¼ller x Myprotein partnership, which first launched in September 2024.

Richard Williams, CEO of MÃ¼ller Yogurt & Desserts, said: â??Our partnership with Myprotein continues to demonstrate there is significant headroom for growth when protein is made more accessible and appealing to everyday shoppers.

â??Todayâ??s protein shoppers want functional nutrition, but theyâ??re not stopping there: theyâ??re looking for products which provide added value and elevated benefits. With Mixers, weâ??re bringing new textures and flavour combinations into the protein fixture, creating a more engaging eating experience which reflects what MÃ¼ller does best.

â??This launch is about broadening the appeal of high-protein yoghurt, supporting incremental growth for retailers and reinforcing our ambition to offer a MÃ¼ller product for every occasion as we continue to optimise our health and nutrition range.â?•