

Eggo Launches Eggo Zero Waffles With 0g Added Sugar, Blending Nostalgic Taste With Health-Focused Nutrition

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Eggo has announced the launch of its new “Eggo Zero” waffles, a first for the brand in the frozen breakfast category, offering 0g of added sugar while preserving its classic taste and texture. The product is being introduced by Mars, Incorporated under its Eggo brand, and will roll out nationwide across retail stores starting July 2026.

Eggo Zero is designed to appeal to consumers seeking healthier breakfast options without sacrificing familiar flavors. The waffles contain no added sugar and are made without artificial sweeteners, flavors, or colors. Instead, they are sweetened using alternatives like monk fruit and stevia.

The product launches in two flavors—Buttermilk and Blueberry—both aiming to maintain Eggo’s signature crispy-outside, fluffy-inside texture. The Buttermilk version provides 12g of complete protein per serving, while the Blueberry version offers 11g, with both designed to support more protein-rich morning meals.

The company emphasizes that Eggo Zero is part of its broader effort to evolve with changing consumer preferences, especially demand for better-for-you breakfast options that still feel nostalgic. It positions the product as a balance between indulgence and nutrition, keeping the brand’s iconic identity intact.

Eggo also highlights that the waffles provide all nine essential amino acids through complete protein, and are intended as a convenient, macro-friendly breakfast option that can be eaten on their own or with toppings like fruit.

The product will be sold nationwide at an estimated retail price of \$5.99 per 8-count box, expanding Eggo’s presence in the growing “better-for-you” frozen breakfast segment.