

ALOHA Introduces plant-based protein powder with MCT Oil

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Pioneer in the plant-based protein industry, ALOHA, has launched its newly reformulated protein powder, along with a substantial increase in national retail availability to further meet consumer demand. The reformulated protein powder comes in Chocolate, Vanilla and Banana varieties and now contains MCT oil – which is linked to energy, gut health, enhanced mood and performance – and an overall smoother, refined texture.



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"At ALOHA, we are always innovating to ensure that the plant-based protein we create is utterly and totally best-in-class," said ALOHA CEO, Brad Charron. "As we kick off 2019 with a significantly expanded retail footprint, we're excited to reveal our updated protein powders, which now contain keto-friendly MCT oil, keeping to the core of what ALOHA does best – offer organic, affordable, accessible, plant-based food that never forces a consumer to sacrifice taste for nutritional benefit."

As with all of ALOHA's products, the reformulated protein powders are USDA Certified Organic, vegan, Non-GMO and free of stevia, soy, gluten, dairy and artificial ingredients. Each serving of the protein powder contains 18 grams of protein.

As ALOHA strives to make healthy living accessible to consumers, the brand has robust plans to continue increasing its availability and invest in product development in 2019.