

Kate's Real Food Expands Organic Bar Portfolio with White Chocolate Macadamia Granola Bars

New Bars Combine Superfood Nutrition With Candy Bar Taste

JACKSON HOLE, WY, USA, June 1, 2023 /EINPresswire.com/ -- Kate's Real Food, a woman-founded, emerging brand offering organic, non-GMO, and gluten-free granola bars, today announced a new addition to its bar portfolio with the launch of White Chocolate Macadamia. The new snack bars will replace the Lemon Coconut flavor on Delta Air Line flights this June and will also be available online at KatesRealFood.com and on Amazon.com.

Powered by organic oats and certified honey, the addition of roasted, buttery macadamia nuts serve as the nutritional powerhouse of these new bars, combined with the sweet flavor of real white chocolate making them the perfect, guilt-free snack. "This new flavor not only tastes better than a candy bar but it's also organic, gluten-free, cholesterol-free, and rich in fiber, healthy fats, and amino acids," said Michelle McAndrews, Director of Marketing & eCommerce at Kate's Real Food. "They're ideal for those looking to satisfy sweet cravings while also providing an on-the-go, energy-boosting, nutritionally sound snack."





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"Macadamia nuts are a superfood that provide more benefits than many other popular nuts," said Tracy Lockwood Beckerman, a Registered Dietitian and consultant for Kate's Real Food. "They have more than double the amount of plant-based protein than cashews, 7.5 times more thiamin (energizing B vitamins) than almonds, double the amount of manganese (metabolism and brain boosting mineral) than almonds, and more fiber and iron than walnuts."

"Macadamia nuts have also been found to benefit heart health," continued Tracy. "They contain both

monounsaturated fats, like omega-7s and polyunsaturated fats like omega-3 and omega-6, and these types of fat have been found to tame inflammation and decrease oxidative stress in the body, even around the heart."

Better Than A Candy Bar

"These bars provide a rich, smooth, and nutty flavor that has long been a consumer favorite," said McAndrews. "After offering airline passengers our popular Dark Chocolate Cherry & Almond, Oatmeal Cranberry & Almond, and Lemon Coconut mini bars, Delta Air Lines wanted to further enhance their in-flight experience by adding our new White Chocolate Macadamia mini bar as a snack in all cabins."

Earlier this summer, Kate's Real Food unveiled a new brand campaign designed to drive awareness and consumer trial across the brand's more than 19 varieties. The "[We Look Better Naked](#)" campaign works to raise consumer consciousness around healthier eating and living by showcasing the real and raw ingredients and nutritional value of Kate's Real Food snacks.

Kate's Real Food snacks are available in over 8,000+ retail locations across the country, including Whole Foods, Albertsons, Wegman's, Kroger, REI, Harris Teeter, Hannaford, Giant Food Stores, Sheetz, HEB, Publix, King Soopers, and on Delta Air Line flights. To purchase Kate's Real Food snacks, visit the online store at [KatesRealFood.com](https://www.KatesRealFood.com) or find at a store near you. To follow along on the company's journey, visit LinkedIn, Facebook, Instagram, Pinterest, and TikTok.

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