

SIMPLYPROTEIN + EXPO WEST: BOLD NEW BRANDING, 'STACKED' CANDY-LIKE PROTEIN BARS & 2 NEW PROTEIN TORTILLA CHIP FLAVORS

Attendees are invited to BOOTH 5200, HALL E to sample products and meet CEO Michael Lines and new President/CCO Linda Zink.

The logo for SimplyProtein, featuring the brand name in a bold, dark green, serif font with a registered trademark symbol.

Simply Protein Logo

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[SimplyProtein](#), the B Corp-certified

makers of premium, Better-For-You, plant-powered protein snacks, is hoping to WOW attendees at this year's Expo West with a sneak peek of its reimagined branding and packaging design, brand new, category-innovating snack bar, and two deliciously zesty additions to its still new, best-selling protein tortilla chip line. As the only plant-based, BFY snack brand whose products all feature excellent protein, low sugar and calories, and fiber, SimplyProtein is, again, filling a significant gap within an extremely competitive category, and satisfying strong consumer demand for nutritious, indulgent snacks that don't sacrifice taste.

BOLD NEW BRANDING and PACKAGING

SimplyProtein will reveal new branding across its portfolio, including an entirely new look and feel for its packaging that brings to life the brand's mission and DNA. Featuring a lighthearted vibe, bright colors, and more emphasis on its delicious, protein-rich, plant-powered products, the fresh new ethos effectively redefines SimplyProtein's personality and approachability, while enhancing its appeal with prominent, appetizing product photography that will better distinguish it within the highly competitive snacking category. Additionally, the new branding is much more cohesive, with clearly defined, distinctive brand assets, ensuring consumers are able to identify their favorite brand throughout the grocery store aisles.

STACKED BARS: "Like a BFY candy bar with uncompromised taste!"

To address overwhelming consumer demand for protein snacks that taste great while supporting their lifestyle goals, SimplyProtein has created a decadent, BFY bar that tastes like a mainstream candy bar – but contains more protein and is sweetened naturally with agave and cane sugars; no artificial sweeteners in these bars! In fact, these Stacked Bars truly taste like an

indulgent treat, and they are rich with plant-based protein (10g!) that you wouldn't know was there if we didn't tell you.

A true category-innovator, Stacked Bars are the first Better-For-You, plant-based, multi-layered protein-rich bar offering a candy-like experience outside of the performance bar set, for more of an everyday indulgence.

Perfect for satisfying indulgent cravings without compromising on taste or nutritional integrity, each 1.58 oz (45 gram) Stacked Bar contains 10 grams of plant protein, 7-8 grams of sugar, and 7-10 grams of fiber. This indulgent bar, has four delicious layers - starting with a chewy base with crisps, nuts, or fruit, covered by a layer of caramel or fudge, topped with a layer of nuts for added crunch, and then enrobed in a chocolatey coating, Stacked Bars will debut in three delicious flavors, Salted Caramel Crisp, Tangy Cherry Nut, and Fudgy Almond Crunch, starting in July across the U.S. and this fall in Canada. A four-bar box will retail for \$7.99-\$8.99

INDULGENT SNACKING WITH TWO ZESTY NEW FLAVORS of [Restaurant-Style Protein Tortilla Chips](#)

Following the successful launch of our Protein Tortilla chips at Expo West 2024, this year SimplyProtein will preview two NEW bold-flavored additions to its hugely popular line of Restaurant-Style Protein Tortilla Chips: Kickin' Jalapeno Ranch and Fiesta Taco. Unlike any other protein tortilla chip in the market, these new flavors are perfect for chip lovers seeking a zestier, more robust taste and a more indulgent snacking experience that doesn't leave you feeling stuffed after only a few chips. These BFY protein-rich chips have big, crave-worthy flavor in every crispy bite to satisfy even the most serious crunchy-salty craving while still delivering on nutrition, providing 7 grams of pea protein per serving. The new flavors join the original lineup of Sea Salt, Hint of Lime, and Hint of Habanero on-shelf in the U.S. starting in July and across Canada this fall. The 4.58 oz. bags have a suggested retail price of \$4.99.

CONTINUED MOMENTUM IN 2025

These major announcements maintain B Corp-certified SimplyProtein's momentum into 2025, following its most successful year to date. Acquired and relaunched in 2020 by Michael Lines, in 2024, SimplyProtein became one of the fastest-growing brands in North America. The year's key accomplishments included: delivering double-digit year-over-year growth; recruiting a number of strategic hires including the company's first President/Chief Commercial Officer; launching four new products; growing its retail footprint across the U.S. and Canada; moving into a new, dedicated headquarters; launching its largest integrated marketing campaign; being selected as a KeHe CARETrade Partner for 2025-26, establishing it among some of the world's most admired purpose-led brands; and kicking off its Wellness Collective with initiatives that authentically prioritize giving back and paying it forward in the communities its people live and work. The brand champions practices that support long-term environmental and human health, innovating plant-based snacks that perfectly balance taste and protein because it believes this is a healthier, more sustainable choice.

Owned by Wellness Natural Inc., SimplyProtein's portfolio of fueling and indulgent snacks includes Restaurant-Style Tortilla Chips, Crispy Bars, Dipped Bars, Baked Oat Bars, Energy Bites, Ready-to-Drink Shakes, and now our new Stacked Bars. The brand can be purchased across the U.S. and Canada including in Central Market, Costco, Fresh Thyme Market, H-E-B, King Soopers, Loblaws, Meijer, Metro, Sobeys, The Giant Company, Thrive Market,

Whole Foods, and many more, as well as Amazon, SimplyProtein.com in the U.S., and SimplyProtein.ca in Canada. To learn more about and follow our brand, please visit us on Facebook @SimplyProteinUSA, Instagram @simplyprotein, TikTok @simplyproteinofficial, and LinkedIn @simplyprotein.

** To schedule an interview with CEO Michael Lines or President Linda Zink, please contact Susan Mallory at Susan@MastersMallory.com / 551-404-3963.

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