

Michele's Granola Brings Dubai Chocolate-Inspired Granola to Target

The exclusive partnership secured after the flavor's record-breaking online debut

TIMONIUM, MD, UNITED STATES, January 30, 2026 /EINPresswire.com/ -- Michele's Granola announces the retail expansion of its Dubai chocolate-inspired Pistachio Chocolate Royale Granola, now available exclusively in 1,200 [Target](#) stores nationwide. This partnership marks Michele's Granola's first appearance on Target shelves as the brand works toward broader distribution with the retailer.

The debut aligns with Target's newly expanded 2026 wellness assortment, which spotlights trend-forward products designed to make everyday wellbeing accessible and easy to discover. This Dubai chocolate-inspired granola reimagines one of social media's most buzzed-about flavor trends through Michele's Granola's signature clusters, made with simple pantry ingredients including fair-trade baking cocoa, chocolate chips, pistachios, and 100% pistachio butter.

The launch follows unprecedented direct-to-consumer sales in 2025, when the flavor debuted as an eCommerce exclusive and quickly became one of the brand's fastest-selling releases to date.

"We're thrilled Target chose this flavor as the first Michele's Granola variety for their shelves," said Joe Frindt, Director of Sales at Michele's Granola. "Target has an incredible ability to predict what will resonate with their guests and to turn innovative products into everyday favorites."

Free from wheat, gluten, soy, dairy, eggs, peanuts, sesame, and certified by the Non-GMO



Michele's Pistachio Chocolate Royale Granola for Target

Project, Pistachio Chocolate Royale Granola is handmade and packaged in 12-ounce bags at Michele's Granola's facility in Maryland, and is available exclusively at Target stores nationwide and on Target.com beginning January 25, 2026.

“

We're thrilled Target chose this flavor for their shelves. Target has an incredible ability to predict what will resonate with their guests and to turn innovative products into everyday favorites.”

Joe Frindt, Director of Sales at Michele's Granola



Pan of fresh Michele's Pistachio Chocolate Royale Granola

Lauren Shafer
Michele's Granola
+ +1 410-350-0021
lshafer@michelesgranola.com
Visit us on social media:
[LinkedIn](#)
[Instagram](#)
[Facebook](#)
[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/887950114>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.