

# The Pretzel Group Debuts TWYSTS™ – A Non-GMO, Boldly Seasoned Pretzel Platform Led by Protein-Enhanced Innovation

*Delivering Flavor, Function, and Retail Opportunity in a Growing Category*

AVON, IN, UNITED STATES, June 8, 2026  
/EINPresswire.com/ -- FOR IMMEDIATE  
RELEASE

The Pretzel Group is raising the bar in the better-for-you snacking aisle with the launch of TWYSTS™ Protein+, a new line of boldly seasoned, protein-enhanced pretzel twists created for

today's health-conscious shopper. The non-GMO line meets rising demand for functional snacks without sacrificing flavor, crunch, or ingredient integrity.



Packed with 7 grams of protein per serving and craveable flavors like Twisted Heat and zesty Dill

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There's no reason a protein snack should feel like a compromise. With TWYSTS Protein+, we've created a pretzel that is nutritionally relevant, flavor-forward, and clean-label.”

*Joseph Latouf, Executive Vice President of The Pretzel Group*

Pickle, TWYSTS Protein+ delivers a smarter savory snack that satisfies both taste and nutrition. Built for performance yet crafted for everyday enjoyment, the line creates new shelf-space opportunities by bridging indulgence and better-for-you positioning.

“There's no reason a protein snack should feel like a compromise,” said Joseph Latouf, Executive Vice President of The Pretzel Group. “With TWYSTS Protein+, we've created a pretzel that is nutritionally relevant, flavor-forward, and clean-label. It meets the needs of today's busy snackers – whether post-workout, between meetings,

or tucked into a child's backpack.”

Setting itself apart from legacy offerings, the TWYSTS portfolio is non-GMO, kosher-certified, and free from artificial flavors and colors. All products are proudly crafted in the USA with

thoughtfully sourced ingredients. The pretzels are baked, not fried, contain zero trans fat, and qualify as a low-cholesterol food.

To deliver a superior flavor experience, TWYSTS uses high-quality dairy protein to power its snacks – avoiding legume- or plant-based proteins that can impart earthy or chalky notes – allowing its bold seasonings to shine through.

Seasoned to Perfection in Five Bold Flavors:

- Original Recipe – A crunchy, savory take on a classic favorite
- Twisted Heat – A bold, fiery blend of spices crafted for heat seekers
- Dill Pickle – Tangy, bright, highly craveable dill-forward flavor
- All Dressed – A layered combination of salty, tangy, savory, and subtle sweetness
- Honey Mustard – Sweet honey balanced with sharp mustard zest

With protein continuing to fuel growth in the BFY snack segment – and demand for clean-label, flavor-forward options at an all-time high – TWYSTS Protein+ is well positioned to disrupt traditional snack sets with a differentiated, high-velocity alternative to legacy pretzels and protein snacks.

“TWYSTS fills a clear white space in the snack aisle,” added Latouf. “We’ve built a portfolio that pairs the craveability of seasoned snacks with the nutritional standards today’s premium shopper expects – driving basket expansion and repeat purchase.”

Key Selling Points for Retailers:

- Premium positioning – Elevated packaging and branding aligned with the better-for-you snack set
- Strong velocity potential – Bold flavors designed to drive trial, repeat purchases, and impulse sales
- Versatile merchandising – Ideal for natural sets, BFY endcaps, and center-store snack resets

The Pretzel Group is actively scaling TWYSTS distribution across convenience, grocery, and other key retail channels nationwide, meeting shoppers where they already browse and buy salty snacks.

Available Now in Two Bag Sizes:

- 16 oz. bag – One-pound format ideal for families across grocery, mass, and eCommerce channels
- 5 oz. bag – Perfect for grab-and-go convenience occasions

Merchandising units are also available to support trial and drive incremental sales. Innovation remains a core focus for The Pretzel Group, with new TWYSTS packaging sizes, formats, and flavor-forward recipes already in development to further expand the platform.

As the better-for-you snacking category continues to gain momentum, TWYSTS is well positioned to capture share with its clean-label credentials and differentiated flavor profiles – unlocking incremental revenue opportunities for retailers while delivering on evolving consumer expectations.

[www.TWYSTS.com](http://www.TWYSTS.com)

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