

Feed Your Breakfast Craving Anytime: Quest Nutrition Introduces Maple Waffle Protein Bar & Cold Brew Coffee Latte Protein Powder

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LOS ANGELES, July 31, 2018 /PRNewswire/ -- Today's consumers are eating on-the-go, yet still crave comforting and indulgent breakfast foods. In fact, one in four Americans spend less than five minutes preparing and eating their breakfast¹ and, despite consumers' desire to prioritize healthy choices for their first meal of the day, indulgent breakfast foods continue to be in high demand². In a continued effort to make people's cravings work for them, not against them, Quest Nutrition has made these delectable breakfast favorites high in protein, low in net carbs and low in sugar with the launch of new Maple Waffle Protein Bar and Cold Brew Coffee Latte Protein Powder. Perfect for consumers' on-the-go lifestyles.

"We've taken two of the most popular breakfast flavors and turned them into convenient options that meet our consumers' health goals. Maple is increasingly trending across food and beverage categories³, and cold brew has grown 460 percent in recent years⁴," said Suzanne Ginestro, chief marketing officer at Quest Nutrition. "We're on a quest to create better versions of craveable foods and beverages, and now people can enjoy these flavors throughout the day, without compromising on nutritional value."

Quest Nutrition first disrupted the protein bar space in 2010 with a maniacal commitment to delivering craveable foods made with high quality protein, low net carbs and low sugars. Rather than just coating protein in chocolate, Quest loaded bars with customized inclusions so that each delicious chocolate chunk or cookie piece had the same macronutrient profile as the bar itself. With Maple Waffle, Quest disrupts the category again with waffle-like pieces and a new customized maple caramel swirl inside that is reminiscent of traditional maple syrup. Consumers can feed their waffle cravings and get 20g of protein, 16g of fiber, only 5g net carbs and only 1g of sugar.

With Cold Brew Coffee Latte Protein Powder, consumers can skip the line at the coffee shop and still enjoy the aroma and flavor they're craving. Made with real cold brew extract and packed with 24g of protein, only 3g of net carbs and less than 1g of sugar, this powder is great for shakes and baking. Quest's protein powders are the perfect blend of fast absorbing whey protein isolate, which helps muscles recover quickly, and slow absorbing micellar casein that keeps you feeling full.

These new bar and protein powder flavor extensions are the latest of Quest Nutrition's high protein, low net carb offerings that have been launched this year, such as [Quest Protein Cookies](#), [Quest Tortilla Style Protein Chips](#) and recently announced, [Quest Thin Crust Pizza](#). The new Maple Waffle Protein Bar and Cold Brew Coffee Latte Protein Powder are available at select retailers and at www.questnutrition.com.

About Quest Nutrition

Quest Nutrition is committed to finding ways to make consumers' cravings for work them, not against them. By making delicious, functional foods with no nutritional compromise, Quest delivers the highest quality foods to help active, health-conscious consumers achieve their goals. Quest products are available across all 50 states and in over 90 countries world-wide. Quest Nutrition is a privately-owned company headquartered in El Segundo, California. www.questnutrition.com

¹ [Source: DSM, DSM Breakfast Report Part One: What we're eating to start the day -US -2018](#)

² [Source: Hartman Group, Waking Up to Breakfast: Quest for Fuel, Convenience and Nutrition – US - 2017](#)

³ [Source: Technomic Group, 2017 Flavor Consumer Trend Report](#)

⁴ [Source: Mintel, Us Coffee House Sales Expected To Reach\\$28.7 Billion By 2021 Despite Increased Competition From Ready-To-Drink Coffee – US - 2017](#)

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