

# Bob's Red Mill Launches Muesli Cups

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## Project NOSH Food Wire Bob's Red Mill Launches Muesli Cups



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**MILWAUKIE, Ore.** — Building on the success of its Oatmeal Cups, Bob's Red Mill is helping consumers get a healthy meal on-the-go with its new Muesli Cups in three delicious varieties: Tropical, original Gluten Free and grain-free Paleo. All three are available now at Whole Foods Market stores nationwide, the exclusive retailer of the new Bob's Red Mill Muesli Cups.

The new Muesli Cups are easy to enjoy hot or cold, and made with the same clean, whole ingredients – rolled oats, nuts, seeds and dried fruit – as the European-style muesli that's become one of the employee-owned company's best sellers. The new Paleo

Muesli Cup offers a grain-free alternative for people following a paleo- or primal-lifestyle, or those seeking a lower carbohydrate cereal option. Bob's Red Mill first introduced a line of muesli 20 years ago, after founder Bob Moore returned inspired by his travels abroad.

"I sat down to breakfast years ago, on vacation in the European countryside, and had my first taste of muesli. I loved it so much I decided to make our own," said Bob's Red Mill president and CEO Bob Moore. "I think I did the right thing. It seems customers are as passionate about our muesli as I am, often telling us we make the most authentic version they've found in the United States."

More than half of Americans, 53 percent according to The Hartman Group, eat breakfast alone. Taking a cue from the popularity of its Oatmeal Cups, and changing consumer habits, Bob's Red Mill recognizes busy lifestyles are motivating people to look for nutrition-dense meals they can take with them. The Muesli Cups deliver 5-7 g protein, a good amount of fiber, low sugar, and are suitable for specialty diets like paleo and gluten free.

"We sold more than 6 million Oatmeal Cups in 2017 alone, proving that people want a nutritious start to the day, but their priorities for a sit-down breakfast are changing," said Matt Cox, vice president of marketing. "The new Muesli Cups makes one of our best-selling



products more accessible than ever, giving people a boost of whole grain nutrition no matter where their day takes them.”

The versatile Muesli Cups can be enjoyed for breakfast and any time as a snack. Prepare hot like oatmeal by adding hot water or milk, serve cold with either yogurt, milk or plant-based milk, or refrigerate overnight with milk or a dairy alternative for easy overnight oats.

Bob’s Red Mill Muesli Cups are available now at Whole Foods Market® stores nationwide at a suggested retail price of \$2.49 per 1.41 oz.–2.36 oz. cup, and for purchase online at [www.bobsredmill.com](http://www.bobsredmill.com).

### **About Bob’s Red Mill**

Bob’s Red Mill Natural Foods is a leader in nutritious, organic and gluten free foods. The company’s mission to promote “whole grain foods for every meal of the day” is backed by a diverse line featuring more than 400 products including whole grains, stone-ground flours, cereals, baking mixes and more. With a dedicated gluten free manufacturing facility, strict quality control protocols and an in-house gluten testing laboratory, Bob’s is a trusted source for safe gluten free products. The company was founded by Bob Moore in 1978. In 2010, Bob gave the company to his employees through an Employee Stock Ownership Program. Today, 89-year-old Bob continues to serve as president and CEO of Bob’s Red Mill, where he continually inspires the company’s 600-plus employee-owners with his passion for nutrition and entrepreneurship. Bob’s Red Mill is located in Milwaukie, Oregon, just outside of Portland.