



The Simply Good Foods Company Announces U.S. Expansion of SimplyProtein™ Snack Products

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DENVER, Oct. 2, 2018 /PRNewswire/ -- Today, The Simply Good Foods Company (Nasdaq: SMPL) announced the official expansion of [SimplyProtein™](#) snacks in the United States. Founded in Canada, SimplyProtein has grown to a \$10 million snacking brand and is poised to appeal to U.S. consumers by offering satisfying protein and fewer ingredients than many other snacks without artificial sweeteners or unnecessary calories from sugar.



"There is a distinct need that the SimplyProtein brand fulfills in the 'better for you' snacking category," said Linda Zink, SVP Innovation. "Consumers want a snack that checks off the important boxes of satiating protein that is lower in sugar with cleaner ingredients. We fully understand this need and are excited to introduce this unique line that delivers simple, high quality snacks without sacrificing taste."

According to a study by the American Heart Association, the average American has 22 teaspoons of added sugar a day¹. SimplyProtein products contain the equivalent of less than one teaspoon of sugar, providing a variety of snacking options that do not contain unnecessary sugar for consumers.

SimplyProtein crispy bars, baked bars, and crunchy bites offer on-the-go snacks that are Non-GMO Project Verified, gluten free, with no artificial sweeteners, colors, flavors or preservatives. The baked bars are available in chocolate chip and peanut butter cookie flavors that contain 11 grams of protein, 210-220 calories and have a soft and chewy texture. The light and crispy bars contain 14-15 grams of protein, 150-160 calories and come in peanut butter chocolate and lemon flavors. The crunchy bites are available in savory barbecue and sea salt & cracked pepper flavors with 140 calories and 15-16 grams of protein.

SimplyProtein products are now available online at [SimplyProtein.com](#), [Amazon.com](#) and in select retailers. For information about where to buy, go to <https://shop.simplyprotein.com/>

About The Simply Good Foods Company

The Simply Good Foods Company (Nasdaq: SMPL), headquartered in Denver, Colorado, is a highly-focused food company with a product portfolio consisting primarily of nutrition bars, ready-to-drink shakes, snacks and confectionery products marketed under the Atkins®, SimplyProtein®, Atkins Endulge®, and Atkins Harvest Trail brand names. Simply Good Foods is poised to expand its wellness platform through innovation and organic growth along with investment opportunities in the snacking space and broader food category. Over time, Simply Good Foods aspires to become a portfolio of brands that bring simple goodness, happiness and positive experiences to consumers and their families.

About SimplyProtein

SimplyProtein™ is a female-founded brand marketed by Wellness Foods USA, LLC, a subsidiary of The Simply Good Foods Company. SimplyProtein™ products offer on-the-go snacking solutions with simple, recognizable ingredients that contain satisfying protein and 3 grams of sugar or less. Following a minimalist approach, SimplyProtein's crispy bars, baked bars and crunchy bites are Non-GMO Project Verified, gluten free, and do not contain artificial sweeteners, preservatives, flavors or colors. Beginning October 2018, SimplyProtein will be available in select stores in the U.S. and online.

For more information, visit www.simplyprotein.com or join the conversation on [Facebook](#) and [Instagram](#).

¹Report from the 2005–10 NHANES (National Health and Nutrition Examination Survey) database

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