ATKINS NAMED A WINNER IN PROGRESSIVE GROCER'S 2025 EDITORS' PICKS AWARDS

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New Atkins™ Endulge Gummy Bears and Truffles Recognized as Cutting-Edge Product Innovation

DENVER, May 15, 2025 /PRNewswire/ -- Atkins, the industry pioneer of the low-carb lifestyle movement, was named a winner in Progressive Grocer's 2025 Editors' Picks Awards for its Atkins™ Endulge Gummy Bears and Atkins™ Endulge Truffles

Progressive Grocer's Editors' Picks Awards recognize the evolution of cutting-edge product innovation, giving retail buyers a comprehensive guide to the latest and greatest products that meet consumers' ever-increasing demand for functional, interesting and on-trend products. The Atkins™ Endulge Truffles and Atkins™ Endulge Gummy Bears were selected for their similar taste to their traditional counterparts and ability to support a weight-wellness journey instead of derailing it.

"At Atkins, we know each weight-wellness journey is unique. It's why we've created a variety of products to support various goals, including our Atkins™ Endulge Gummy Bears and Atkins™ Endulge Truffles," said Ryan Thomas, Senior Vice President and General Manager of Atkins. "We believe that you shouldn't have to give up your favorite sweet treats to maintain a healthy lifestyle and are proud that two products from our Endulge line are being recognized for helping consumers enjoy balance without compromise."

Atkins expanded its Endulge line in September 2024 to include Atkins™ Endulge Gummy Bears and Atkins™ Endulge Truffles Key features of the products include:

Atkins™ Endulge Gummy Bears

- Contains less than 1 gram of sugar and 2 net carbs per serving.
- Available in Regular and Sour varieties including Pineapple, Apple, Watermelon, Raspberry and Mixed Berry.

Atkins™ Endulge Truffles

- Contains 2 grams of net carbs per serving.
- Available in Milk and Dark Chocolate varieties, covered in a thin layer of chocolate with a velvety, rich ganache center.

To learn more about Atkins and its Endulge line, please visit https://shop.atkins.com/.

About The Simply Good Foods Company

The Simply Good Foods Company (Nasdaq: SMPL), headquartered in Denver, Colo., is a highly-focused food company with a product portfolio consisting primarily of nutrition bars, ready-to-drink shakes, sweet and salty snacks and confectionery products marketed under the Atkins™, OWYN™, and Quest™ brands Simply Good Foods is poised to expand its wellness platfor through innovation and organic growth along with investment opportunities in the snacking space and broader food category. Simply Good Foods aims to lead the nutritious snacking movement with trusted brands that offer a variety of convenient, innovative, great-tasting, better-for-you snacks and meal replacements. Please visit http://www.thesimplygoodfoodscompany.com.

About the Atkins™ Brand

Over the past 50 years, the Atkins brand has become an iconic American brand rooted in the nutritional principles of reduced sugar and carbohydrates, with optimal protein and good fats. Grounded in science and more than 100 clinical studies, the Atkins lifestyle has helped millions of people achieve their personal weight management and health goals. Atkins portfolio of products includes nutritional bars, ready-to-drink shakes, confectionary treats, and snacks to support the Atkins lifestyle, with free access to all of our tools, such as the website, 1600+ recipes, meal planner, mobile app, community forums, and more. Atkins products are available online at Atkins.com, through e-commerce, and in more than 43,000 locations throughout the U.S. and internationally. To learn more about Atkins, visit www.atkins.com.





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