NEWS | GLOBAL

OPTIMUM NUTRITION expands its convenience stores

OPTIMUM NUTRITION adds nationwide 7-Eleven store locations to its convenience store customer base.

By **Prapti Shah** | February 7, 2019



optimum-nutrition-expands-its-convenience-stores

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OPTIMUM NUTRITION has announced that its full line of high-quality protein snacks is launching at the 7-Eleven Experience show this week in Las Vegas.

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As consumers continue to seek better for you snack options, OPTIMUM NUTRITION’s (ON) high-protein snacks provide the variety they seek; including deliciously whipped Cake Bites, crunchy Protein Crisp Bars, Protein Almonds and Protein Wafers made with thin, crispy wafers layered in a rich and creamy whey-enhanced crème filling. All ON snacks are made with only the highest quality protein, and taste great.

"OPTIMUM NUTRITION first launched grab and go snacks into the convenience channel at NACS, and now, following a successful 7-Eleven regional test, we are very proud to have earned national availability in 7-Eleven and welcome these popular stores to our ON family," said Jean Terminiello, ON’s National Director of Immediate Consumption. "ON’s strong promotional and marketing support coupled with our existing large fan base will drive incremental growth in the category."

"We are excited about our partnership and offering our consumers OPTIMUM NUTRITION protein snacks," said Nancy Gallardo, 7-Eleven’s Category Manager. "Cake Bites, Protein Crisp Bars and Protein Almonds will be set in our national spring planogram allowing us to offer consumers ON’s popular variety of tasty better for you snacks."

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