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General Mills expands protein product lineup with launch of Cheerios Protein

Cheerios Protein delivers part of a nutritionally balanced breakfast with 8 grams of protein per serving

By **Shraddha Warde** | December 16, 2024





Cheerios_Protein_Hero

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Iconic cereal brand Cheerios is expanding its portfolio of flavours to introduce a new protein cereal offering to its lineup – Cheerios Protein. With 8 grams of protein per serving, this new Cheerios innovation is answering the call of consumers craving more options with protein.

As the number of consumers prioritising protein continues to rise, with 71 per cent of consumers trying to eat more protein in their diets1, General Mills is proud to expand its offerings to include a variety of products with protein to meet people where they are. The launch of Cheerios Protein follows this year's additions of other products from General Mills, including fan-favourite pantry staples featuring protein, like Wheaties Protein, Annie's Super Mac and Yoplait Protein. This lineup reflects different ways to enjoy protein for anyone in the family, from taste to format to price point.

"Starting the day off with additional protein can help our consumers meet their nutritional needs—especially with a reliable and delicious option from a brand they already know and love," said Emilie Knox, vice president and business unit director, Morning Foods at General Mills. "As protein continues to be an important priority for people of all ages, we specifically created Cheerios Protein with families in mind. We wanted it to taste great and to preserve the iconic Cheerios shape, but with a good source of protein, all in a convenient cereal we know everyone at the breakfast table will love – turning all mornings into good mornings."

Available in two classic flavours, Cinnamon and Strawberry, Cheerios Protein is made for those looking for a delicious, accessible breakfast option that delivers a good source of protein.

Read online: https://nuffoodsspectrum.in/news/34/21823/general-mills-expands-protein-product-lineup-with-launch-of-cheerios-protein.html

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