

Two Aussie entrepreneurs create new low carb super brand, PBCo.

Creators of Australia's Lowest Carb Bread, The Protein Bread Company, have joined forces with low carb living experts Anna's Low Carb Kitchen to create a new super brand, PBCo.



Sydney, Feb 3, 2019 ([IssueWire.com](http://www.IssueWire.com)) - The Protein Bread Company co-founder Luke Hopkins announced the rebrand and exciting merger of the two brands on Wednesday:

"We're incredibly excited to announce today that Anna's Low Carb Kitchen will be joining PBCo. to

expand our range of [low carb products](#). The addition of an extended range of low carb cakes and treats will enhance the product offering we can provide to our audience”.

The Protein Bread Company, the creator of Australia’s Lowest Carb Bread, was founded in 2012 by entrepreneurial siblings Anna and Luke Hopkins. Since its inception 6 years ago, it’s gone from strength to strength, expanding its range and gaining significant market share. The company has helped hundreds of thousands of people around Australia, New Zealand, and The United States to become fitter, healthier and happier.

“Our range of nutritionally superior products support healthy active lifestyles, like our Protein Pancakes enjoyed for breakfast by thousands of people every single day, to our new [Low Carb Crumb](#), designed to bring a healthy enjoyment to your Friday nights with friends and family,” Luke said.

Anna Hopkins, the founder of Anna’s Low Carb Kitchen, announced the merger in [an article published on their website](#):

“We have made the decision to combine our 2 brands and become a one-stop shop, a low carb powerhouse that could achieve our big goal of inspiring 5M Aussies to be fitter, healthier & happier”.

Anna’s Low Carb Kitchen, founded in 2015 by Anna Hopkins to help people who simply wanted to cut out sugar and carbs and eat healthier versions of their favourite traditionally-unhealthy foods, has delighted tens of thousands of people with its incredibly delicious range of sugar-free, low carb cupcakes, pancakes, sugar-free icing, and more.

This merge of the two popular low carb brands is set to further cement the company’s position as Australia’s largest manufacturer of low carb foods. Luke Hopkins, co-founder of PBCo. has said:

“This merger with Anna’s Low Carb Kitchen comes at a very exciting time for the food industry. The interest in low carb foods has grown 250% over the last 5 years and is expected to continue at this rate for a while. People are experiencing first-hand the positive impact reducing their carbohydrate levels has on their body and their mind – the results are simply undeniable.”

“We’re incredibly excited about what we’ve got in store for the next couple of years. We’re creating a range of new more-convenient food solutions, working with a number of large Australian retail food providers to transform their product offerings, and investing heavily in new technology to create better delivery and food experiences.”

PBCo. is also working with a range of commercial partners to launch high protein, low carb, and no added sugar foods into the market to be announced over the course of 2019. This is on the back of our success with the launch of multiple low carbs, no added sugar mixes with [Muffin Break](#) around Australia.



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See on IssueWire : <https://www.issuewire.com/two-aussie-entrepreneurs-create-new-low-carb-super-brand-pbco-1624514218822893>