

Reach Nutrition Co. Launches New Nutritionally-Optimised Bars To Help Customers Reach Their Macronutrient Goals

Summary: Reach Nutrition Co. is launching a range of nutrition bars designed for fitness enthusiasts, athletes, and people interested in a healthy lifestyle. Bars are vegan, gluten-free, keto-friendly, and organic.

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Connecticut, Westport, Apr 22, 2021 (IssueWire.com) - Startup Reach Nutrition Co. has announced the launch of several new nutritionally-optimised bars to help customers reach their macronutrient goals. The products - intended as a snack or meal (depending on your daily caloric intake) - balance plant sources of protein with healthy fats and minimal sugars.

Reach Nutrition is targeting the bars at the health, wellness, and fitness communities, particularly those following gluten-free, vegan, and keto diets. The bars contain a favorable blend of macros, offering 15 grams of healthy fats, 12 grams of plant-based proteins, and just 4 grams of net carbs (2 grams of that sugar). None of the bars contain any added or refined sugars.

Reach Nutrition uses real, whole-food ingredients in its bars, designed to confer maximum wellness benefits to consumers. Bars derive their protein from peas, a plant source that contains all essential amino acids. Fat comes from nuts and seeds - sources of vitamins and polyphenols that reduce inflammation. And flavorings come from natural sources, such as cacao-cacao butter. The brand also includes sources of fiber, such as chicory root and tapioca, to assist with digestion, lower blood sugar response, and enhance gut health.

“The average diet lacks adequate amounts of healthy protein, healthy fats, and is typically too high in unnecessary carbohydrates,” the brand says. “The bar is formulated to support the positive change we all benefit from when we balance the three macronutrients. When we do this properly,” the brand continues, “our bodies perform better.”

Reach Nutrition is a relative newcomer to the fitness food market. However, the founders have more than 30 years of collective experience in matters of functional supplementation, nutrition, and physical training. The company sees its new bars as a way to improve the macronutrient ratios athletes consume, enabling them to optimize their training and move along the path to healthier living.

Reach Bars, the brand claims, offer a “positive and approved the addition to any meal plan or dietary preference.” Bars are organic, vegan, peanut-free, GMO-free, gluten-free, and dairy-free. They provide the “perfect balance of healthy fats, net carbohydrates, plant-based protein, and minimal sugar to give you the energy necessary for a great workout,” functioning as a midday snack or pre-training meal.

Reach Nutrition is keen to emphasize that it is not “just another nutrition bar” company. Instead, it promotes wellness directly through the proper choice of ingredients. The new bars do not contain any added flours or refined sugars. And the remaining ingredients all have proven wellness benefits.

For more information about Reach Nutrition’s new bars, please visit www.reachnutritionco.com. To get in contact with the brand, please call at 917-445-2371 or email amanda@akrpr.com.



Media Contact

Reach Nutrition Co

amanda@akrpr.com

917-445-2371

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