

The First Grain Cereal With 20g Plant Protein Is Hitting The Market Next Month

Ceres Plant Protein Cereal has 0g of sugar and 4g carbs



New Orleans, Louisiana May 19, 2022 ([Issuewire.com](https://www.issuewire.com)) - Cereal lovers, plant-based eaters, fitness enthusiasts, and low-carb lovers can come together to celebrate the launch of a new breakfast cereal fit for all of them.

Ceres Plant Protein Cereal (stylized as **ceres**) is the first breakfast grain cereal with 20g of plant protein to hit the market in the United States and will become available for pre-order on Friday, June 10th, 2022. The first flavor palette consists of light **cinnamon and vanilla** accents. The cereal will come in environmentally-friendly standup pouches, containing **5 servings** and priced at **\$12** per bag. Customers can order directly at enjoyceres.com.

What Is Ceres?

Ceres is a plant-based, grain cereal developed by a New Orleans-founded startup, Cereal LLC (doing business as **ceres**.) The cereal boasts many health benefits, containing 20% of the adverse daily recommended Iron content, a remarkable amount of plant protein, and 0g of sugar or artificial sweeteners.

The cereal is manufactured in California, but stored in and shipped from Louisiana, where the company hopes to make a positive impact on the health of residents.

“We have an incredibly rich food culture in New Orleans and Louisiana. The problem is that most of our favorite foods and the foods available to us aren’t very healthy and not sustainable to eat over time. And while we have some incredible health brands popping up that are Louisiana-founded, it’s rare to see a plant-based, healthy CPG (consumer packaged goods) brand founded in Louisiana.

I hope that Ceres can influence healthier and more sustainable eating in Louisiana, and we’re proud to be founded in this state

-Rich Simmerman

Co-Founder + CEO

What’s In The Cereal?

Ceres uses non-GMO, plant-based, and vegan-friendly ingredients in their cereal, making it a prime choice for many health-conscious eaters. The core components of Ceres include **Soy Protein Isolate Crisps, Pea Protein, Hemp Protein, Oats, Almonds, Coconut Oil, Cinnamon + Vanilla, and Stevia. One serving of Ceres is approximately 160 calories, 20g protein, 0g sugar, and 4g carbs.** Why did Ceres choose these ingredients when developing their cereal?

“We listened to expert Food Scientists, Nutritionists, and innovators from our co-collaborator before developing Ceres. But overall, we chose every ingredient on this list because they work together to bring a complete, natural, and nutrient-dense bowl of deliciousness to everyone who eats it. Our ingredients make Ceres Non-GMO, Vegan, Keto-friendly, and perfect for athletes alike.

-Trevor Docherty

Vice President of Operations

About the Brand

Ceres was founded at Loyola University in New Orleans by then-senior Rich Simmerman. Rich battled

his weight and health, which took a nosedive during the first months of the COVID-19 pandemic. He claimed that eating cereal during Zoom classes was a major contributor to rapid weight gain, and he set out on a mission to investigate how unhealthy cereal truly was. What he found was that the cereal industry was overrun with unhealthy, untruthful brands and calorie-wasting boxes of cardboard and sugar. Thus, the idea for Ceres was born.

Since then, Ceres has been an active member of the Loyola University New Orleans Center for Entrepreneurship and Community Development and is a 2021 graduate of the New Orleans-based accelerator Ideavillage's IDEAIstitute early-stage accelerator. The brand is currently gearing up for a summer of growth, as they continue to work with entrepreneurs and foodies in New Orleans and beyond.

Get your first taste of Ceres Plant Protein Cereal when pre-orders open on June 10th.

[Get an exclusive email invite to pre-order by clicking here.](#)

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