

Code Of Cultures launches raw whole-food probiotic line, citing lack of focus in the market



CODE *of* CULTURES

Alameda, California Jan 19, 2026 (Issuewire.com) - [Code of Cultures Probiotics](#), a leader in science-driven digestive health, today announced the launch of its new *Raw Whole-Food Probiotic Line*, designed to fill a gap in the probiotic market where many products prioritize isolated strains and synthetic blends over real food-based nutrition.

The Raw Whole-Food Probiotic Line integrates traditionally fermented whole foods with clinically supported probiotic strains to deliver gut-supporting benefits rooted in nature and traditional food wisdom. The line launches with two flagship formulas engineered to support daily digestive balance and long-term gut health.

“Consumers are increasingly aware that probiotics matter, but most products on the market focus on high CFU counts or isolated strains,” said *[Founder/CEO Name]*, founder and CEO of **Code of Cultures**. “We saw an opportunity to bring back *real & raw whole-food nutrition* — not just pills — and to innovate in a category that sorely needs focus on food-first formulations.”

Key Features of the Raw Whole-Food Probiotic Line:

- **Food-Powered Formulas:** Fermented whole foods rich in naturally occurring probiotic cultures.
- **Broad-Spectrum Strains:** Carefully selected strains to support digestion, immune function, and daily gut comfort.
- **Clean & Transparent:** No artificial fillers, binders, or synthetic processing.
- **Brand Story Rooted in Culture:** Each product reflects traditional fermentation practices from around the world, bringing authentic food wisdom into modern wellness.

Recent market analyses show that while probiotic interest continues to grow rapidly, many formulations lack differentiation in sourcing and functional nutrition — focusing instead on high CFU numbers without emphasizing whole-food integrity. With this launch, Code of Cultures aims to reset consumer expectations around what a probiotic should be: *nutritious, food-based, and sustainably crafted*.

The Raw Whole-Food Probiotic Line is available now through the Code of Cultures website and select retail partners.

About Code of Cultures

Founded on the belief that real food is the foundation of vibrant health, **Code of Cultures** creates whole-food-inspired probiotics, fermented foods, and gut-supporting nutrition products. The brand blends traditional fermentation heritage with modern science to empower consumers seeking authentic, functional, and transparent wellness solutions.

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