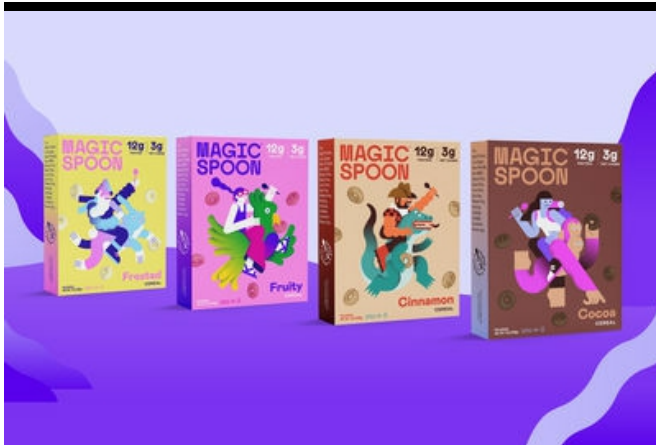


# MAGIC SPOON IS REINVENTING CEREAL FOR ADULTS

By Livvy Houghton and Alex Hawkins

29 : 04 : 2019 Food : Branding : Health



Magic Spoon



Magic Spoon

US – The start-up is disrupting the breakfast category with a range of grain-free, high-protein cereals in child-like flavours.

With its playful branding and nostalgic feel, **Magic Spoon** is targeting health-conscious consumers for whom cereal was a favourite childhood treat. The product finds a new middle ground between high-sugar cereals and their bland but healthy counterparts. ‘We looked at the current market and noticed that most ‘healthy’ breakfast options were really sleepy and dull,’ say the brand’s founders, Gabi Lewis and Greg Sewitz.

Launching with four flavours (fruity, cinnamon, frosted and cocoa), the brand uses a combination of monk fruit, stevia and allulose instead of sugar, and a blend of whey and milk proteins to boost protein content. Its cereals will initially only be available to purchase online, with a monthly subscription costing £27 (\$35, €31).

Magic Spoon is not the only brand creating healthy but indulgent product types. **Chobani** recently launched a line of healthy yoghurts for children in a variety of candy-inspired flavours.