

SOYLENT'S 100-CALORIE BARS STREAMLINE NUTRITION

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Soylent Squared



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Los Angeles – The **food-tech brand** has expanded into the nutrition bar category with Soylent Squared.

Containing 5g of plant protein, 36 essential nutrients and probiotics for digestive health, the 100-calorie mini meal bar is available in flavours including Chocolate Brownie, Salted Caramel and Citrus Berry. It follows the recent launch of its in-between-meals drink **Soylent Bridge**, demonstrating that the brand is serious about expanding its portfolio with new, convenience-led products.

‘There are a lot of bars out there, but most are high in sugar, use less sustainable animal-derived protein and often lack the nutrients that your body needs to thrive,’ says Bryan Crowley, Soylent CEO. ‘We developed Soylent Squared to allow our customers to portion out the nutrition they need when they need it; you can enjoy 1-2 for a healthy snack or 3-4 for a complete meal.’

Marketing for Soylent Squared also reflects the product’s target customers, such as gamers and gig-economy workers. For more on foods that pack a convenient, nutritional punch explore our **eSports Nutrition** microtrend.