

A simpler protein shake, made from real food ingredients

Most nutrition professionals are understandably sceptical about protein shakes.

Many products in the category are highly formulated, heavily sweetened, or built around long ingredient lists that can feel far removed from food. For practitioners who prioritise simple, recognisable ingredients, that can make the category difficult to recommend.

Protein & Fibre was created with that concern in mind.

It is a new protein shake made from just four real food ingredients: sunflower kernels, dates, real vanilla and sea salt.

We never isolate or strip our protein back, so we do not need extra ingredients to improve the taste, texture or nutrition. We start with European sunflower kernels, then add whole ground dates, real vanilla pods and a pinch of sea salt to keep the recipe simple.

The result is a straightforward, food-first protein shake with no sweeteners, no flavourings, no gums and no fillers.

Each 50g serving provides 21g protein and 7g fibre, which is nearly a quarter of the daily fibre target for adults.

Protein & Fibre is a complete protein, providing all 9 essential amino acids, and is free from all 14 major allergens. Made with simple ingredients and designed for everyday value, it's a practical choice for regular use.

This is not about suggesting that everyone needs a protein shake. It is about offering a simpler alternative for the moments when one may be useful.

Protein & Fibre launches in four flavours: Chocolate, Mocha, Vanilla Bean and Ceylon Cinnamon.

For nutrition professionals who have been waiting for a more recognisable ingredient list, this is a different approach to the category.

Launching April 2026
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