



Quest Nutrition Delivers Category Leading Protein with the Launch of Quest™ Protein Milkshakes

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Quest disrupts the Protein Shakes category with new Protein Milkshake packed with an industry leading 45 grams of protein per bottle.

DENVER, March 10, 2025 /PRNewswire/ -- Quest Nutrition announced today the launch of its latest innovation, Quest™ Protein Milkshakes, a protein-powered collection of ready-to-drink beverages, each containing a category-high 45g of protein, while minimizing sugar and carbohydrates, and delivering great taste. This marks Quest's second product launch of the year, further expanding its lineup of protein forward offerings. In February, Quest released Overload Bars, a line of protein bars containing tasty mix-ins such as toffee bits and chocolatey chunks to elevate the protein game with a sweet twist.



About Quest™ Protein Milkshakes:

- Features 45g of high bioavailability complete protein from ultrafiltered milk.
- 2 grams of sugar and 4 grams or less of net carbs.
- Delivers the rich, milkshakey indulgence you crave.
- Available in delicious Chocolate, Vanilla and Strawberry flavors.

About Quest™ Overload Bars:

- 20 grams of protein, 1 gram of sugar and 4 grams or less of net carbs.
- Loaded with crunchy mix-ins like sprinkles, chocolatey chips, cookie pieces, peanuts, toffee and more.
- Available in decadent Sundae Funday, Chocolate Explosion and Cookie Commotion flavors.

These latest innovations have further elevated Quest Nutrition as an industry leader in creating protein forward products, that also deliver delightfully sweet and indulgent flavors with satisfying textures, making it easier than ever for fitness enthusiasts and

sweet-tooth snackers to enjoy their favorite flavors.

"At Quest, we're constantly pushing the boundaries to create products that are big on protein, without compromising on flavor, as seen in our recent Bake Shop line," said Stuart Heflin, SVP and General Manager at Quest Nutrition. "And now, we're thrilled to expand on this by entering a brand-new territory with our Protein Milkshakes, offering our fans even more delicious options that fuel them with 45g of protein, the highest protein in this category on the market."

Quest™ Protein Milkshakes and Quest™ Overload Bars are available now at questnutrition.com, [Amazon](https://www.amazon.com), and retailers nationwide.

High-resolution images and product samples are available upon request. For more information visit QuestNutrition.com, or follow Quest Nutrition on Facebook, Instagram, TikTok and Pinterest.

About The Simply Good Foods Company

The Simply Good Foods Company (Nasdaq: SMPL), headquartered in Denver, Colorado, is a consumer packaged food and beverage company that is bringing nutritious snacking with ambitious goals to raise the bar on what food can be with trusted brands and innovative products. Our product portfolio consists primarily of protein bars, ready-to-drink (RTD) shakes, sweet and salty snacks, and confectionery products marketed under the Atkins™, Quest™, and OWYN™ brands. We are a company that aims to lead the nutritious snacking movement and is poised to expand our healthy lifestyle platform through innovation, organic growth, and investment opportunities in the snacking space. To learn more, visit <http://www.thesimplygoodfoodscompany.com>.

The Quest™ brand aims to revolutionize snacking by providing products that are big on protein, low on sugar and huge on taste. The current product line is inclusive of bars, salty snacks, cookies, candy, shakes, protein powders and pizza. To learn more, visit QuestNutrition.com.

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