

## **Nestlé Expands Culinary Portfolio with High-Protein Innovations Across Global Markets**

Nestlé has unveiled a series of high-protein culinary innovations aimed at catering to evolving nutritional needs across key markets. The company is introducing new products under the Vital Pursuit brand, as well as expanding its established brands like Maggi. These developments are designed to support specific dietary goals, such as weight management and specialized nutrition, while maintaining the taste and quality consumers expect.

In the U.S., Nestlé launched the Vital Pursuit range, which includes 14 frozen meals like the Vermont White Cheddar Mac & Broccoli Bowl, featuring high-protein pasta made with pea protein. The meals, developed by chefs and nutritionists at the Nestlé R&D center in Solon, Ohio, offer nutrient-dense ingredients such as vegetables and whole grains.

In India, Nestlé introduced Maggi Nutri-licious Chatpata Besan Noodles, incorporating locally sourced chickpea flour (Besan) for added protein and fiber. Developed at the R&D center in India, the noodles leverage proprietary technology to eliminate the bitterness of chickpeas, resulting in a tasty and nutritious product.

Nikhil Chand, head of Nestlé's food strategic business unit, emphasized the company's focus on taste and innovation across regions, while Swen Rabe from the product technology center in Germany highlighted the importance of protein in balanced diets, noting the different needs based on life stages and preferences.

Reference: <https://agronfoodprocessing.com/nestle-expands-culinary-portfolio-with-high-protein-innovations-across-global-markets/>