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FOR IMMEDIATE RELEASE

Born Simple® Launches Premium Boxed Meals with Protein and Real Ingredients You Can Pronounce

With its new line of Better Bowls, Born Simple meets consumer demand for protein-rich, convenient meals with simple ingredients

CHICAGO – October 15, 2025 – Protein-enhanced products are everywhere, from pasta to popcorn, but today's consumers crave more than protein for protein's sake. While over 60% of shoppers actively seek protein-rich products, nearly 30% are cutting back due to overly processed ingredients.¹ Enter Born Simple® Better Bowls: a line of premium boxed meals that deliver a lot of food in a small box, with at least 20 grams of protein per serving by way of real ingredients in one convenient package.



Caption: Born Simple® launches premium boxed meals that meet consumer demand for protein-rich, convenient meals with simple ingredients.

Founded on the principle that what you eat should not only be delicious but also nutritious, Born Simple sought to stand out among aisles of empty protein promises and ingredients you can't pronounce. The brand took its products to real consumers via an early launch in Walmart and on Amazon. The result? Gen Z and Millennials in particular gravitated toward Born Simple's Better Bowls made with thoughtfully curated seasoning blends and high-quality rice, vegetables and chicken.

Inspired by the warm reception from this discerning demographic, Born Simple took what consumers loved and made it *even better* with double the chicken, new curated seasoning blends and enhanced taste and texture in four fan-favorite flavors: Chipotle Chicken Bowl, Ultimate Mac + Cheese, Thai Style Chicken Bowl and Teriyaki Chicken Bowl. It's perfect for those looking to round out their pantries with convenient and nutritious boxed meals, ready and on the table in just 60 seconds.

"People are more educated than ever on what ingredients they want – or don't want – at the grocery store, but few have the time to scrutinize every trendy protein product on the shelf," said Rob Johnson, Born Simple Chief Executive Officer and Founder. "Most busy consumers can't cook fresh meals with whole foods every single day, so they need options that don't derail their clean eating goals. Born Simple

Better Bowls take the guesswork out with a short list of uncomplicated ingredients for easy meals packed with protein that people crave. No fluff, no clutter. It's that simple."

Born Simple's ingredients are sealed inside sustainable and recyclable Tetra Pak® cartons. It is heat treated through retorting, a high temperature cooking process, allowing it to be shelf stable while remaining preservative free.

In the coming months, Born Simple is rolling out nationwide in 11-ounce boxes for \$3.99-\$4.99 MSRP on Amazon and at Walmart, as well as regional retailers like Big Y and Giant with distribution expected to grow later this year and into 2026.

To try Born Simple boxed meals and track when they're available near you, visit the Store Locator at www.BornSimple.com or [Amazon](https://www.amazon.com). For more information, visit BornSimple.com or follow @bornsimplefoods on [Instagram](https://www.instagram.com), [TikTok](https://www.tiktok.com) and [Facebook](https://www.facebook.com).

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About Born Simple®

Headquartered in Schaumburg, IL and owned by Mizkan America, Inc., Born Simple® was created to cut through the noise in grocery store aisles cluttered with over-marketed and over-processed products. Grounded by the belief that you should be able to pronounce the ingredients in your food, our first stop when we create new products is our own kitchen cupboard so there are no surprises when you flip over our packaging – just the simple pleasure of good food.

Born Simple Better Bowls are boxed meals that feature premium ingredients you can pronounce to deliver uncompromised quality, taste and at least 20g of protein per 11oz serving. It's that simple.

Available in four fan-favorite flavors ready in just 60 seconds – Chipotle Chicken Bowl, Ultimate Mac + Cheese, Thai Style Chicken Bowl and Teriyaki Chicken Bowl – Born Simple Better Bowls come in compact, recyclable Tetra Pak® packaging to deliver a wholesome, clean meal in a small box.

Shop Born Simple at Walmart and online on [Amazon](https://www.amazon.com). For additional information, visit BornSimple.com or follow @bornsimplefoods on Instagram and TikTok and @bornsimple on Facebook.

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1. <https://www.mintel.com/insights/food-and-drink/from-steaks-to-shakes-understanding-the-us-protein-market>