

Keytone introduces plant based RTD protein shake

27 August 2020 | News

Following the successful creation and roll-out of the company's Tonik brand, Keytone has launched a new proprietary product range under the brand, Tonik Plant.



Tonik Plant is the first vegan/plant based ready-to-drink protein shake in the Australian marketplace

Following the successful creation and roll-out of the company's Tonik brand, Keytone has launched a new proprietary product range under the brand, Tonik Plant.

Tonik Plant is the first vegan/plant based ready-to-drink protein shake in the Australian marketplace and has been developed, manufactured and commercialised in-house by the Company's product development team.

Tonik Plant has six flavour variants being Vanilla, Salted Caramel, Chocolate, Coffee, Banana Toffee and Choc Honeycomb.

Tonik Plant has been developed in response to rapidly growing demand for plant-based health products and in particular to capitalise on a number of the top global trends for food; namely plant based foods, better for you snacking and health food on demand.

A selection of the current retailers selling Tonik Plant through the initial indent period include independent supermarkets, Ritchies IGA Group and Romeos IGA Group, Anytime Fitness and Snap Fitness. Keytone will continue the roll-out of further distribution in the near term.

Based in Sydney and Melbourne, Australia and Christchurch, New Zealand, Keytone Dairy is an established manufacturer and exporter of formulated dairy and nutritional products, and health and wellness brands.