

UK's Myprotein launches protein iced coffee with Jimmy's

13 March 2024 | News

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The UK's leading online sports nutrition brand, Myprotein, has launched an exciting collaboration with Jimmy's, the iced coffee brand. The exclusive Jimmy's x Myprotein Iced Coffee is enriched with 5.6g of milk protein per 100 ml and has been designed to fuel the on-the-go consumer.

"This year we are celebrating the 20th anniversary of Myprotein, and product diversification like this further supports our mission to become the world's most empowering health movement," said Neil Mistry, CEO of Myprotein. "The launch with Jimmy's ladders up to our focus on bringing a ready-to-drink offering to the market, which is a growing category for Myprotein."

Commenting on the launch, Luke Wilkes, Managing Director of Jimmy's said: "We're buzzing to announce this hugely exciting collaboration with the team at Myprotein. Myprotein is a leader in the protein and fitness space, known for creating products that support a healthy and active lifestyle, so they were the obvious choice for us to partner up with, on our venture into the protein category."

"This collaboration will bring consumers their usual refreshing iced coffee but also provides a boost of high-quality protein. Whether you're fuelling up for a workout or simply looking to add that little bit of extra protein into your diet, we know this product will be ideal for Jimmy's usual fanbase and fitness enthusiasts alike."