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Schneiders Brand launches breakfast protein products

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Maple Leaf Foods announced the launch of innovative new products under the Schneiders brand. Schneiders Breakfast Sandwiches and Breakfast Bites are available in eight delicious varieties to suit appetites of all ages and interests.

Available in the frozen breakfast aisle and ready in under two minutes, these delicious new products bring the convenience and great taste of quick-service restaurant (QSR) breakfasts to Canadian grocery stores and into the homes of Canadians from coast to coast to coast. Consumers can now enjoy a convenient and protein-rich breakfast that delivers on taste, all without compromising on quality, flavour, or ingredients.

Schneiders Breakfast Sandwiches offer savoury, protein-rich satisfying combinations of authentically crafted meats, fluffy scrambled eggs, and real cheddar cheese on a tasty English muffin or buttery croissant. Offering 15g of protein, these super convenient sandwiches are ideal for the breakfast rush or as a nutritious snack.