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Maple Leaf Foods introduces Mighty Protein meat sticks in CanadaÂ

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Maple Leaf Foods announces Maple Leaf Mighty Protein, an innovative line of chicken protein sticks made with simple, real ingredients that answer increasing consumer demand for protein.

According to the Nourish Food Marketing 2025 Trend Report, more than 70 per cent of Canadians are seeking to boost their protein intake. Mighty Protein chicken sticks are made from simple ingredients, including lean, protein-dense chicken and offer 12g of complete protein with zero sugar, no fillers, and only 110 calories per stick.

Already a leader in protein, Maple Leaf Foods is launching Maple Leaf Mighty Protein chicken sticks to expand the Company's protein-snacking product offerings to meet consumer demand for quality, convenient, everyday protein.

"Canadians are asking for protein they can take anywhere â?? clean, tasty and truly satisfying," said D'Arcy Finley, Vice President, Brand and Marketing, Maple Leaf Foods. "Mighty Protein puts complete protein in your pocket at 12 grams per stick, with zero sugar, no fillers, and craveable flavours. It's fuel for the rink, the commute, after the gym, or the 'afternoon slump,' all without compromising on natural ingredients or irresistible flavour."

Mighty Protein sticks are gluten-free and keto-friendly snacks that require no refrigeration â?? making them the perfect grab-and-go fuel- and are available in three flavours: Original, Buffalo, and BBQ.