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Nature's Own launches Life Wheat + Protein bread

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Nature's Own, the nation's No. 1 selling bread brand, has introduced Nature's Own Life Wheat + Protein bread, a protein-rich, keto-friendly loaf perfect for consumers who are focusing on better-for-you food choices in 2026 and beyond. With 22 grams of protein per two bread slices (13 per cent DV), Nature's Own Life Wheat + Protein is a great fit for those following a high-protein diet or looking for ways to try protein-first eating. Additionally, with nine grams of fibre per serving, it's an excellent source of fibre and a high-flavour option for carb-conscious consumers.

"Forty-one per cent of adults are actively seeking to increase their protein intake, according to Circana," said Krystle Farlow, senior director of brand management at Nature's Own. "To meet their needs, we've developed a tasty, protein-rich and keto-friendly sandwich bread that also delivers on the Nature's Own brand promise of no artificial flavours, colours, preservatives, and no high fructose corn syrup."

Known for its soft, pillowy sandwich bread, Nature's Own has introduced this new 16-oz. loaf as an addition to its extensive selection of breads, buns and rolls. Nature's Own Life Wheat + Protein joins other better-for-you products in the brand's portfolio, including its popular Nature's Own Life Keto lineup.

Nature's Own Life Wheat + Protein bread is available at participating retailers nationwide. Prices may vary by location.