Meijer Newsroom

Meijer Helps Customers Meet Fiber and Protein Goals

Retailer launching over 300 new products to align with nutrition trends

GRAND RAPIDS, Mich. – According to dietitians, nutritionists, and trendwatchers, increasing fiber intake is the breakout nutrition goal for 2026, overtaking protein, which is still high on many shoppers' lists. Current Dietary Reference Values recommend 25-38 grams of fiber per day for adults. As shoppers look for simple, everyday ways to boost digestive health and feel fuller longer, Meijer is stepping in with accessible, high-fiber and high-protein options for consumers.

More than 120 Meijer-exclusive products have 5 grams of fiber or more per serving, with more than 20 in the True Goodness brand.

Some tried-and-true options recommended by Meijer dietitians for those who wish to add more fiber to their diet include:

- Meijer Whole Grain Oatmeal – A budget-friendly breakfast with soluble fiber.
- True Goodness Organic Black Beans – A versatile, plant-based fiber powerhouse.
- Meijer Whole Wheat Pasta – An easy swap for higher fiber family meals.
- Meijer Wheat Bran Flakes – Healthy with a satisfying crunch, this cereal is high in fiber.

"Both fiber and protein are great ways to support everything from gut health to mental health, and provide steady energy," said Don Sanderson, Chief Merchandising and Marketing Officer at Meijer. "It's important to us at Meijer that we are offering our shoppers options that help them meet their health goals and are accessible on a budget, and that's exactly what these products are designed to do."

In addition to fiber-containing offerings, the retailer's private label brands encompass more than 700 items with 10 grams of protein or more per serving, including more than 300 Fresh from Meijer products, 250 Meijer brand products, 50 Crafted Market by Meijer products, 53 True Goodness products, and 130 in the Frederik's by Meijer line, the retailer's premium brand.

New items launching this year include:

- Frederik's by Meijer Sesame Protein Pasta Salad, 13g protein per serving
- Meijer Protein Puffs Snacks, 12g protein per serving
- True Goodness by Meijer Grass-Fed & Finished Double Smoked Beef Sticks, 10g protein per serving

The retailer's commitment to wellness extends beyond groceries and pharmacy care. Through Nutrition by Meijer, customers can connect virtually with registered dietitians for personalized guidance focused on increasing fiber and protein intake. This tailored support helps customers make informed, everyday nutrition choices that promote digestive health and long-term wellness.

About Meijer: Meijer is a privately owned, family-operated retailer that serves customers at more than 500 supercenters, grocery stores, neighborhood markets, and express locations throughout the Midwest. As the pioneer of the one-stop shopping concept, more than 70,000 Meijer team members work hard to deliver a friendly, seamless in-store and online shopping experience featuring an assortment of fresh foods, high-quality apparel, household essentials, and health and wellness products and services. Meijer is consistently recognized as a Great Place to Work and annually donates at least 6 percent of its profit to strengthen its communities. Additional information on the company can be found by visiting newsroom.meijer.com.

Additional assets available online: Photos (1)

https://newsroom.meijer.com/2026-04-16-Meijer-Helps-Customers-Meet-Fiber-and-Protein-Goals