Bassé Nuts Launches Protein Füel Bites and Doubles Production Space as the GLP-1 Era Reshapes Snacking

LAVAL, Quebec, October 15, 2026: As GLP-1 medications change how the world sees food, consumers are reaching for smaller portions that deliver more nutrition in every bite. Bassé Nuts is answering that shift with its new **Protein Fuel Bites**, and has **doubled its production space to 150,000 square feet** to bring this next generation of snacks to retail, foodservice, and private-label partners at scale.

Bassé has always stayed at the avant-garde of novelty and consumer needs. Its innovation pipeline focuses on products that combine high protein, fibre, and other essential nutrients while never losing sight of practicality, access, food safety, clean ingredients, and price accessibility. Protein Füel Bites launch in three flavours, Mountain Peak, Chocolatey Cranberry, and Peanut Crunch, with more to come.

The larger footprint gives Bassé more room for production, product variety, and customized programs. Retailers can source wholesale and bulk products across multiple categories, from Brazil nuts and other nutrient-rich nuts to dried fruits, edible seeds, and snack mixes. Through its private-label services, Bassé also helps businesses develop products under their own brand, with customized branding and packaging options where available.

Retailers attending the PLMA 2026 Private Label Trade Show are invited to meet the Bassé team at **Booth #1402-1403** to explore wholesale, bulk, and private-label opportunities.

About Bassé Nuts

Headquartered in Laval, Quebec, Bassé Nuts is a specialty nut and snack company supplying bulk nuts, dried fruits, edible seeds, and snack mixes to retail, foodservice, and private-label customers. Learn more at **www.bassenuts.com.**

Media Contact
Gonzalo Garcia Berzosa, Marketing Coordinator | info@bassenuts.com | 450.781.1255 ext. 3206