PROTEIN TAKES CENTER STAGE IN THE US: MOLINO NICOLI UNVEILS NEW 100% MADE-IN-ITALY BETTER FOR YOU PRODUCTS

48% of US adults are trying to increase their protein intake. At PLMA Chicago, the company introduces new protein-rich products to meet this demand

Costa di Mezzate (Bergamo, Italy) – **Molino Nicoli**, an Italian company internationally recognized as a leading partner in Better-for-You cereal-based products, is **unveiling its new range for the US market at the Private Label Manufacturers Association (PLMA) trade show in Chicago** (November 15–17), the leading US event dedicated to private label products.

Molino Nicoli has developed its new products in line with the **expectations of the retailers it works with, who are increasingly focused on American consumers' needs amid growing interest in healthier eating. In fact, 48% of US adults are trying to increase their protein intake, up 7 percentage points from the previous year. There is also a growing focus on a diet rich in fiber and whole-grain products to promote gut health [1].**

The new products are **high in protein and a great source of fiber and whole grains**, offering a wholesome, nutritious choice, with carefully selected flavors designed to appeal to American families.

The cereals used are organic and non-GMO, thanks to a short, closely monitored corn supply chain involving a network of growers located near the company, combined with a careful selection of other raw materials. The products Molino Nicoli is bringing to the United States are all 100% Made In Italy.

"Expanding in international markets is a strategic priority for Molino Nicoli, which already exports more than half of its production. The United States plays a central role in this journey, strengthened by our local subsidiary. Our participation in PLMA Chicago is fully aligned with our international growth strategy, providing a valuable opportunity to deepen our relationships with customers, better understand their needs and identify new avenues for growth," said **Piero Mirra, CEO of Molino Nicoli.**

The products showcased at PLMA Chicago are Cookies & Créme Protein Hoops, Gluten Free Protein Granola, Wholegrain Cinnamon Squares and Wholegrain Bran Flakes. Product images can be downloaded here: PLMA Chicago Products 2026 - Molino Nicoli

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MOLINO NICOLI

With more than 150 years of history, Molino Nicoli is based in Costa di Mezzate, near Bergamo, Italy, and employs more than 200 people. Specializing in high-quality cereals and cereal-based products, the company operates

[1] Source: *"Eating Patterns in America 2026", Circana*

across four business areas – breakfast cereals, bars, snacks, baby food and flours – with products sold in over 40 countries and 2025 revenue of €58 million. Its four separate production facilities, dedicated to conventional, gluten-free, allergen-free and baby food lines, ensure safety, quality and traceability at every stage of the supply chain.

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