

Grace Flandreau

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FOR IMMEDIATE RELEASE

**MUSCLE MUFFIN PARTNERS WITH FEEDING AMERICA TO BRING HEALTHY
OPTIONS TO PEOPLE AFFECTED BY FOOD INSECURITY**

New York, NY, March 1, 2024 – Feeding America, a network of over 200 food banks and 60,000 food pantries across the country, is partnering with Muscle Muffin to provide healthy and filling alternatives to their sites nationwide. Muscle Muffin will be providing their high protein products to Feeding America’s food pantries across the country. Snacks will be offered as a source of protein for both adults and children. Representatives from Muscle Muffin will visit the pantries to educate volunteers about the benefits of the products.

A variety of Muscle Muffin products will be offered to the Feeding America pantries. The products offered will be regular blueberry muffins, chocolate chip cookies, red velvet cupcakes, gluten free chocolate muffins, and nut free chocolate muffins. While the entire range will not be provided during this collaboration, Muscle Muffin believes it is important to allow people suffering from food insecurity to still have options in what they consume. The purpose of this collaboration will be to share proper nutrition to those who are currently struggling. Information provided to Feeding America will also explain the importance of proper nutrition in both their lives and the lives of the community that they serve.

“As a company with a focus on nutrition, we want to ensure that we are contributing to the proper nutrition of Americans from every corner of the country,” CEO Grace Flandreau said. “Our collaboration with Feeding America will allow our products to be able to nourish all types of families. We believe that families suffering from food insecurity should still be able to enjoy a delicious snack that will help them eat more protein and stay full for longer.”

This collaboration will allow Muscle Muffin to expand on its goal of providing delicious nutrition to people across the world. The company believes that even those dealing with food insecurity should be able to enjoy what they’re eating. Feeding America agrees with the sentiment that people from all walks of life deserve to be well nourished and enjoy the food they are eating.

“Feeding America is excited for this program and is excited to see how it will affect our organization.” CEO Claire Babineaux-Fontenot said. “Our main goal is always to make sure people are being fed no matter their financial situation. We are excited to see the positive impacts this will have on those who depend on our services. We also appreciate the information Muscle Muffin will bring to our volunteers on the importance of proper nutrition in our daily lives.”

Muscle Muffin and Feeding America hope that this collaboration will bring light to food insecurity throughout the country. Food insecurity is an issue that is faced by millions of Americans and is often overlooked. This collaboration aims to show that it is okay to look for help when experiencing food insecurity.

The initial program will last for six months where progress will be tracked by both Muscle Muffin and Feeding America. Depending on the success of the program, the companies are prepared to continue to agreement. Customers who donate to Feeding America will receive a

code to get 10% off of all Muscle Muffin products during campaigns duration. Supporters of the program can also continue to aid the program by purchasing Muscle Muffin products.

To learn more about this program, visit MuscleMuffin.com/FeedingAmerica and follow @MuscleMuffin on Instagram, Facebook, Twitter, and Tiktok to see more about this campaign and Muscle Muffin products.

About Muscle Muffin

Muscle Muffin is a nutrition company that offers high protein products that fit anyone's diet and preferences. The company aims to evolve what consumers think of as "health foods" in order to enjoy their favorite snacks, while continuing to support their nutritional goals. Muscle Muffin was founded in New York, NY in 2024 and now provides their products across the country.

Learn more at MuscleMuffin.com.

FOR IMMEDIATE RELEASE

MUSCLE MUFFIN ADDRESSES NEW STUDY CLAIMING LIVER PROBLEMS CONNECTED TO GLUTEN SUBSTITUTE

New York, NY, March 1, 2024. – On February 15th, a new study by Harvard University found a link between Muscle Muffin's current gluten substitute and liver problems. Continued consumption of this ingredient has been linked to liver failure. The company has been using guar gum for their gluten free line since their founding. Due to the results of the new study, Muscle Muffin will be changing the ingredients for their gluten free line to a safe alternative to this ingredient.

Since the study was released, the food scientists at Muscle Muffin have been working to find an alternative to the guar gum that was being used in the past. In the research that was conducted, the company has found xanthan gum as a suitable alternative to the former key ingredient. The food scientists have also contacted Harvard University and other researchers in order to approve the alternative to be safe for consumption.

“Muscle Muffin is a company that aims to provide proper nutrition to all, so the news of the dangers of one of our ingredients was very upsetting.” CEO Grace Flandreau said. “As a company, we will continue to modify our products in order to find the best ingredients for our consumers. Our allergy-free lines are important to us as a company, and we will be continuing to stay up-to-date on new releases in food science to ensure we are providing the best possible products for our customers.”

Muscle Muffin will be recalling all current products that include guar gum and will begin releasing the updated products that contain xanthan gum on March 20th. The company apologizes for the delay; however, they aim to ensure safety in what they are releasing. They will also be compensating individuals who have consumed the guar gum through the gluten free line. Consumers who are interested in being compensated should fill out the form provided on MuscleMuffin.com/GFHarvard.

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Journalists

1. Ashley Martens, Wellness Writer of *Women's Health*
 - a. Writes about wellness in both fitness and food. She is also a personal trainer and a fitness coach.
2. Jillian Kubala, Registered Dietitian and Writer for *Health Magazine*
 - a. As a registered dietitian, readers can trust her as a reliable source for fitness and health. She writes about subjects like the dangers of certain diets, what to add to your grocery list, and high protein meals.