

GrupoVida Announces U.S. Launch of Granvita Oat-Based Products at Natural Products Expo West 2026

Anaheim, Calif. — GrupoVida, a global leader in oat-based nutrition, will unveil its new Granvita product portfolio at Natural Products Expo West 2026, marking a major milestone in the company's U.S. expansion. The launch includes Granvita Granola, Granola Bars, Rolled Oats, Quick Oats and a range of Instant Oatmeal - all crafted to meet evolving consumer demand for delicious, clean-label, nutrient-rich foods.



GrupoVida will exhibit the company's expertise in oat formulation, manufacturing scale, sustainability, and consumer insights delivers products well positioned for growth in the U.S. market.

"Expo West provides the perfect platform to introduce Granvita to U.S. buyers and partners," said **Felipe Gómez García, CEO of GrupoVida**. "We're proud to demonstrate how our deep experience with oat-based foods - from premium granolas and bars to whole grain oats and instant oats - aligns with consumer demand for wholesome, functional, and great-tasting products."

The new Granvita range reflects the company's commitment to clean-label, better-for-you nutrition. Products are thoughtfully crafted with quality ingredients, minimal processing, and formulations that resonate with health-focused shoppers while meeting the operational and margin needs of retailers and distributors.

To further elevate everyday oat categories, the Granvita portfolio includes select

products formulated with functional ingredients such as probiotics, adaptogens, antioxidants, and protein. These additions are designed to bring meaningful differentiation to core sets while maintaining familiar flavors and broad consumer appeal. The result is a range that supports retailer goals for innovation, helping modernize staple categories with products that feel both relevant and accessible to today's wellness-minded shoppers.

Strategic Capabilities & Competitive Differentiation

GrupoVida leverages a fully integrated manufacturing footprint across the Americas, industry-leading quality systems, and a robust innovation pipeline that supports rapid product development and reliable supply capacity. This combination enables tailored solutions for U.S. retail and private label partners - from consistent supply to category innovation. The company's global scale and oat expertise ensure resilience and responsiveness to market trends.

Exhibiting at Expo West underscores GrupoVida's strategic commitment to growth in the U.S., with Granvita positioned to compete across mainstream and natural retail channels. The company is actively engaging with prospective partners during the show to explore distribution, co-branded programs, and broader retail placements.

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Attendees are invited to experience the Granvita product lineup firsthand, sample the new product range, and meet the team to discuss partnership opportunities. GrupoVida looks forward to demonstrating how its oat-based offerings can help retailers differentiate their breakfast, snacking, and wholesome foods assortments.



For more information,
please visit us at <https://granvita.com/shows>.

Media Contact:

Vija Viksne
VP, U.S. Sales & Marketing GrupoVida
vija.viksne@grupovida.com