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THAT’S IT. SEES SKYROCKETING DEMAND IN PROBIOTICS PRODUCTS AS AMERICANS RETURN TO PRE-PANDEMIC ACTIVITY LEVELS

Americans are ready to be on the move again – but want to maintain pandemic-inspired healthy habits

(LOS ANGELES, CA: April 18, 2022) Healthy snacking company That’s it. has seen over 200% growth with its Probiotic Fruit Bars in the last year as a result of steep increases in consumer demand and expanded retail distribution¹. Recent surveys from real-time consumer insights platform Suzy indicate that the such an increase may be attributed to the fact that 75% of Americans are ready to resume pre-pandemic activity levels – but that most aren’t likely to shed the healthier habits they picked up during the pandemic.

Most Americans – 79% – reported that they cultivated healthier habits since the onset of COVID-19, with the top healthy habits including: Eating healthier (46%), exercising more (43%), taking probiotics (20%), and drinking less alcohol (19%). And while most are ready to shake off the stagnation of the last two years, we’re not planning to leave it all behind: 96% of people intend to stick with their healthy new habit(s) once the pandemic is over.

“The steep rise in demand for our Probiotic Fruit Bars is indicative of the moment that we’re in,” said That’s it. Founder and CEO Dr. Lior Lewensztain. “We’re ready to be on-the-go again and need easy, convenient snacks to support that lifestyle. And yet, after two years of being hyperaware of our health, the focus on wellness concepts like immunity and gut health are here to stay.”

Since the onset of the pandemic, the food and beverage industry has been forced to adapt to a sharp increase in demand for products that support immune health². Probiotics, with their link to numerous health benefits like boosting immunity, supporting gut health, and improving digestion³, continue to be a prime candidate to feel the uptick within this space.

Distribution of That’s it. Probiotic Fruit Bars began online only in 2019, selling direct-to-consumer on Amazon and www.thatsitfruit.com. Thanks to the surge in consumer demand, That’s it. probiotic products are now available in thousands of stores nationwide, including: Walmart, Sam’s Club, Wegmans, and Thrive Market.

¹ SPINS scan data (proprietary); Total US-MULO, Latest 52 Weeks - Period Ending 3/20/22
About That's it. Probiotic Fruit Bars:

That’s it. Probiotic Fruit Bars are a ground-breaking immunity-boosting snack that contain only fruit and probiotics. The 100% real fruit in these all-natural snack act as a prebiotic, effectively fueling the bars' live active cultures. While containing only 100 – 120 calories per bar, this one-of-a-kind snack provides a solid source of fiber and fruit, while helping to restore natural digestion and boost the immune system. These convenient, on-the-go snacks are individually wrapped, 24-months shelf stable, and do not require refrigeration.

About That’s it.

That’s it. is dedicated to making delicious, convenient, plant-based super snacks from only the purest ingredients, and completely free from the top 12 allergens. Since 2012, it has been innovating the natural foods category in the United States with its portfolio of simple and nutritious snacks made from real, whole foods. That’s it. transparently makes **Snacks Without Secrets**, with all items containing seven ingredients or less. Its flagship Fruit Bars, now the #1 fruit bar in America, contain only two ingredients: fruit + fruit. That’s it. You can find That’s it. nationwide at your local Starbucks, at major retailers such as: Target, Whole Foods, Costco, 7-Eleven, Walmart, VONS, CVS and Kroger, and at Amazon and www.thatsitfruit.com. Learn more on Instagram and TikTok.

About Suzy survey:

The That’s it. “Post-pandemic Wellness” study surveyed 10,000 U.S. consumers in April 2022. The samples are representative of U.S. consumers and census-weighted across age, gender, ethnicity, and region to accurately reflect attitudes across the broader American consumer population.

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