

Quest Nutrition's Journey to Culture and Category Leadership

How do you grow a leading brand after acquisition while keeping the culture that made it successful?

On this episode of Brave Commerce, Rachel Tipograph and Sarah Hofstetter speak with Stuart Heflin, senior vice president and general manager of Quest Nutrition at Simply Good Foods, about how Quest has tripled in size since joining Simply Good Foods while staying true to its mission and scrappy DNA.

Stuart explains how the “flip the macros” product strategy guides every innovation, why democratizing ideas across all levels fuels their culture, and how Quest navigates an increasingly competitive high protein, low sugar market.

He also details the company's omnichannel approach, integrating retail media, packaging design, and digital influence to win across physical and digital shelves.

Key takeaways:

Protect culture at all costs. Flat structures and open forums keep teams engaged and inventive.

Use strategy as a filter. If a product cannot flip the macros to high protein, high fiber, low sugar, low net carbs, it does not launch.

Treat omnicommerce as a lifestyle, not a channel. Digital is part of the consumer's daily reality, requiring seamless full-funnel execution.

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