

Quest Nutrition Sold for \$1 Billion. One Simple Question Here.

written by Mike Roberto | August 23, 2019



It's been widely reported that Quest Nutrition has been sold to *Simply Good Foods Co*, the makers of *Atkins Bars*, for **\$1 Billion**.^[1]

One simple question about Quest

We just have *one quick question* for you regarding this valuation:

How much do you think this company would be worth had they *not* spent roughly five years (incorrectly) calling *isomaltooligosaccharide* a "fiber"?^[2,3]

Feel free to answer below or on social media.

References

1. *The Simply Good Foods Company*; "The Simply Good Foods Company to Acquire Quest Nutrition"; *Globe News Wire*; August 21, 2019; <https://www.globenewswire.com/news-release/2019/08/21/1905113/0/en/The-Simply-Good-Foods-Co-mpany-to-Acquire-Quest-Nutrition.html>
2. *Archive of Bodybuilding.com*; "Quest Quest Bars"; September 25, 2011; <https://web.archive.org/web/20110925183320/https://www.bodybuilding.com/store/quest/quest-bars.html>
3. *Archive of Bodybuilding.com*; "Quest Bars by Quest Nutrition"; May 13, 2016; <https://web.archive.org/web/20160513053720/https://www.bodybuilding.com/store/quest/quest-bars.html>