



Check Out Our Latest Cereal Infused Milk Products!

About Us

Utter Goodness is a breakfast food enterprise that specializes in milk or dairy free protein drinks infused with a variety of cereal flavors. Our goal is to provide customers with a healthy, organic, GMO Free breakfast alternative for busy people on the go. Utter Goodness aims to revolutionize the on-the-go breakfast market by fulfilling people's nutritional needs with this delicious and convenient solution.

Honey Heaven

A smoky and earthy flavor that provides a unique experience than the rest of the flavor

[Shop Now](#)



Choco Craze

A chocolate divine that will melt in your mouth. Taste the rich flavors from the Cocoa fields in Papua New Guinea.

[Shop Now](#)



Marshmallow Madness

Gives you that nostalgic taste that will bring you back to your 3rd grade birthday party!

[Shop Now](#)

Marshmallow Madness

A smooth and extremely sweet flavor, while not compromising on health and nutrition

[Shop Now](#)

Winter/Spring 2019 News

Study shows kids favor all-day breakfast concepts

Gen Z consumers favor all-day breakfast meal concepts, according to the School Meal Innovation Lab initiative, produced by Y-Pulse.

On-the-go Breakfast Sparks Innovation

On the retail side, consumers are diversifying their breakfast selections, from yogurt to frozen breakfast.

Cereal Industry growth.

The global breakfast cereal market size was valued at USD 37.44 billion in 2016. It is projected to expand at a CAGR of 4.3% from 2017 to 2025.

"The global breakfast food market is expected to grow at a CAGR of 4.6% during the forecast period."