

GLP-1 boom spurs supplement innovation as Bragg enters metabolic support category

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As GLP-1 use continues to rise, the weight management category is likely to see even more innovation — and crowding — across formats and formulations. (Bragg Live Food Products)

As weight loss drugs reshape the weight management conversation, legacy brands like Bragg are positioning science-backed, natural alternatives to capture shifting consumer demand.

Recent [survey data from Sunlight](#) found that about 1 in 7 Americans plan to use or are using GLP-1 medications like Ozempic and Wegovy, leading to a growing number of brands staking their claim on adjacent territory. The latest example is Bragg, which just launched its Metabolism Support Supplement, a new offering marketed as a natural alternative for metabolic support.

Leveraging legacy to capture metabolic health demand

Bragg, a 100-year-old apple cider vinegar (ACV) brand, told NutraIngredients that it's leveraging its heritage in functional pantry staples while layering in clinically studied ingredients designed to support appetite regulation and metabolic health.

"Our strategy for the new Metabolism Support Supplement is rooted in the brand's legacy as a trusted wellness company with over 100 years of history," said Rona Williams, senior director, strategic innovation, Bragg Live Food Products. "We identified a growing consumer demand for natural weight management solutions, especially as concerns about pharmaceutical options like GLP-1 drugs (e.g., Ozempic) rise. Many consumers are seeking effective, research-backed alternatives that align with their values of natural health and wellness."

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Beta

Williams added that the overall goal is to offer a science-backed product that stands out in a crowded market and appeals to both loyal Bragg consumers and newcomers who seek effective, natural solutions.

Ingredients

The company told NI that this is the first supplement to pair Bragg Apple Cider Vinegar with clinically proven ingredients for increased GLP-1 support. The formulation features Metabolaid, a proprietary blend of hibiscus and lemon verbena to support satiety, metabolism and healthy weight, along with 750 mg of ACV acetic acid that aims to support healthy cholesterol and blood sugar levels.

"As a certified B Corporation and a leader in the wellness space, Bragg prioritizes products that are not only natural but also grounded in robust scientific research," Williams said. "Using clinically proven ingredients ensures that consumers receive real, measurable benefits, which is especially important in the supplement category where efficacy can vary widely. Bragg's commitment to research-backed formulations helps reinforce its position as a credible, high-quality brand and supports its mission to inspire and nourish healthy living for all."

ACV evolved

Established in 1912, Bragg has transitioned from a small health food retailer into a diversified wellness brand built around apple cider vinegar. The company has expanded its portfolio from traditional raw unfiltered ACV to include functional beverages, fruit and spice blended vinegars and supplements.

“The evolution reflects changing consumer preferences and advances in nutritional science, with Bragg consistently leading the way in making ACV accessible, convenient and relevant for modern wellness routines,” said Williams.

Market

The global apple cider vinegar supplement market is already valued in the billion-dollar range and is projected to grow steadily over the next decade, driven largely by demand for natural weight management solutions, particularly amid the GLP-1 boom. Once limited to liquid, the ACV market now includes more convenient formats such as capsules, gummies and tablets.

ACV aside, supplements that claim to boost GLP-1 is also a growing market. A simple search on Amazon for “glp-1 supplement weight loss” revealed nearly 600 SKUs to choose from. Some of those products include Kourtney Kardashian Barker’s Lemme GLP-1 Daily (Morosil Red Orange Fruit Extract, Eriomin Lemon Fruit Extract, Supresa Saffron Extract), HUM’s Flatter Me Fiber GLP-1 Booster (maize, digestive enzymes, ginger root, fennel seed, peppermint leaf) and Pendulum GLP-1 Probiotic (*Akkermansia muciniphila*, *Clostridium butyricum*, *Bifidobacterium infantis*, prebiotic chicory inulin).

The proliferation of ACV and GLP-1–positioned supplements highlight the opportunity—and the competition—as new brands enter the market and established brands like Bragg lean into a category increasingly shaped by GLP-1-driven demand.

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Product Info

Premier Glucose Manager™ by Premier Research Labs delivers a comprehensive, dual-mechanism approach to glycemic and metabolic support using two clinically validated ingredients at their scientifically substantiated doses.*

This advanced practitioner-grade formula pairs GlucoVantage® Dihydroberberine (100 mg) with Reducose® Mulberry Leaf Extract (250 mg, standardized to 12.5 mg DNJ) to address glucose regulation at both the intestinal and cellular levels, supporting balanced blood sugar responses across the full glycemic cycle.*

Unlike conventional glucose formulas that target only one pathway, Glucose Manager™ supports both carbohydrate digestion and cellular glucose utilization, offering complete metabolic coverage before and after meals.*

Why Glucose Manager™ Works Differently

Most glucose support supplements focus on either slowing carbohydrate absorption or improving insulin sensitivity. Glucose Manager™ uniquely combines both strategies in a single formula, helping to moderate post-meal glucose excursions while enhancing cellular energy metabolism and insulin signaling.*

This professional-grade formulation features two clinically-validated ingredients, each supported by human clinical research and delivered at evidence-based doses for reliable, repeatable results.*

The Power of Two Premium Ingredients:

1. GlucoVantage® Dihydroberberine (100 mg per capsule)

GlucoVantage® represents a next-generation advancement in berberine supplementation. As a hydrogenated derivative of berberine, dihydroberberine (DHB) delivers up to 5× greater bioavailability than standard berberine, allowing for enhanced effectiveness at lower doses and improved tolerability.*

How It Works:

DHB activates AMPK, often referred to as the body's "master metabolic switch." This activation supports insulin sensitivity, promotes healthy cellular glucose uptake, and enhances mitochondrial energy production in muscle and liver tissue.* With a sustained half-life of approximately 4–6 hours, DHB provides extended metabolic support throughout the day.*

Key Benefits:

- Promotes insulin sensitivity and cellular glucose uptake*
- Supports healthy lipid metabolism and cholesterol balance*
- Enhances metabolic flexibility and mitochondrial energy production*
- More microbiome-friendly than traditional berberine*
- Supports healthy fasting glucose levels already within the normal range*

2. Reducose® Mulberry Leaf Extract (250 mg per capsule)

Reducose® is a premium mulberry leaf extract standardized to 5% 1-Deoxynojirimycin (DNJ), delivering 12.5 mg DNJ per dose—up to 50× more DNJ than typical mulberry leaf extract. Its glucose-lowering effect is supported by more than a decade of human clinical research.*

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...its alpha-glucosidase enzymes in the small intestine, slowing the breakdown of complex carbohydrates into simple sugars. This action helps smooth post-meal glucose spikes, reduce insulin demand, and convert high-glycemic foods into lower-glycemic equivalents.*

- Reduces post-meal glucose spikes by up to 40%*
- Improves insulin response by up to 41%*
- Supports blood sugar balance after carbohydrate-containing meals*
- Supports insulin signaling pathways*
- Pure water process with no harsh solvents*



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Verified for identity, purity, potency, and microbiological safety to ensure uncompromised practitioner-grade quality.*



Important Safety Information

If you are taking glucose-lowering medications, consult your healthcare provider before use as this product may have additive effects. Dihydroberberine may interact with medications metabolized by CYP450 enzymes or P-glycoprotein. Not recommended during pregnancy or lactation. Keep out of reach of children.

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Well tolerated at recommended doses. The enhanced bioavailability of GlucoVantage® DHB helps minimize gastrointestinal discomfort commonly associated with traditional berberine supplements.

Our Products are Manufactured Responsibly



Ingredients



Directions



Educational Resources

Technical Data Sheet
Evidence, Formulation, Indications & Contraindications

How Glucose Manager™ Compares to Other Glucose Support Options

Feature	Single-Ingredient Glucose Products	Standard Berberine	Glucose Manager™
Dual-Mechanism Glucose Support*	●	●	●●●
Supports Post-Meal Glucose Control*	●●	●●	●●●
Supports Insulin Sensitivity*	●●	●●	●●●
AMPK Activation & Cellular Energy Support*	●	●●	●●●
Enhanced Bioavailability*	●	●	●●● ¹
Ingredient Dosing*	●●	●●	●●●
Gastrointestinal Comfort vs. Berberine*	●●	●	●●●
Clean Extraction Methods*	●●	●●	●●●
Practitioner-Grade Formulation*	●●	●●	●●●

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Reviews



★★★★★

David Goodfield
HCP, Verified

Glucose Manager™, Premier

very good product for glucose control. so far this product checks out very nicely with kinesiology monitoring.

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*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



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