

# The Simply Good Foods Company Investigation

U.S. Securities Litigation

## Simply Good Foods Investigation Overview

BFA is investigating whether Simply Good Foods committed securities fraud by making false and misleading statements to investors regarding Simply Good Foods' distribution expansion of its protein-based products. Investors may be able to file a class action to potentially recover losses.

***If you lost money on your Simply Good Foods investment, you are encouraged to submit your information using the form on this page. You may also email [adam@bfalaw.com](mailto:adam@bfalaw.com) or call 212.789.3619.***

## Why is Simply Good Foods being investigated for Securities Fraud?

Simply Good Foods is being investigated for securities fraud following a significant stock drop. The decline in Simply Good Foods' stock price caused significant losses to investors.

Simply Good Foods is a consumer packaged food and beverage company. The company's products primarily consist of protein bars and ready-to-drink ("RTD") protein shakes under the Quest and OWYN brand names.

BFA is investigating whether Simply Good Foods made false and misleading statements to investors regarding the purported success of its initiative to expand distribution of its Quest and OWYN-branded protein products. For instance, Simply Good Foods told investors that "Quest and OWYN continue to benefit from expanded distribution and marketing with added contribution from recent innovation." Simply Good Foods also stated that "OWYN's performance . . . benefit[ted] from distribution-led growth for RTDs and powders and an ongoing test in some club stores."

## Why did Simply Good Foods' Stock Drop?

On April 9, 2026, Simply Good Foods released its fiscal Q2 2026 financial results. The company announced net sales of \$326 million, a 9.4% decline year-over-year, and cut 2026

guidance to a range of -10% to -7% year-over-year. During the corresponding earnings call, Simply Good Foods' CEO stated that the company's significant expansion of OWYN products experienced "a combination of a product quality issue . . . that impacted taste, texture and consumer acceptance and poor marketing execution [that] negatively impacted performance during the critical expansion window." Simply Good Foods also revealed a \$249.0 million impairment charge "largely the result of a challenging fiscal year 2026 and updated projections of future revenue."

This news caused the price of Simply Good Foods stock to drop \$2.61 per share, or more than 18%, from a closing price of \$14.41 per share on April 8, 2026, to \$11.80 per share on April 9, 2026.

### Simply Good Foods (SMPL) Stock Chart

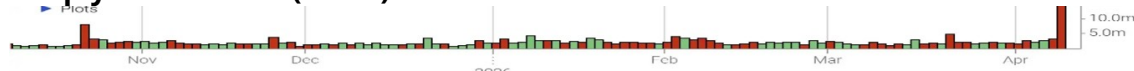


Image Caption: [NASDAQ online chart](#) showing the Simply Good Foods (SMPL) stock drop following the April 2026 announcement.

### How Do I Submit My Information?

***If you lost money when Simply Good Foods securities dropped in price, you are encouraged to submit your information using the form on this page to speak with an attorney about your rights.***

You can also contact:

Adam McCall  
[adam@bfalaw.com](mailto:adam@bfalaw.com)  
212.789.3619

All representation is on a contingency fee basis; there is no cost to you. Shareholders are not responsible for any court costs or expenses of the class action lawsuit. The firm will seek court approval for any potential fees and expenses.

### **Why Bleichmar Fonti & Auld LLP?**

BFA is a leading international law firm representing plaintiffs in [securities class actions](#) and [shareholder litigation](#). It has been named a top plaintiff law firm by *Chambers USA*, *The Legal 500*, and *ISS SCAS*.

BFA attorneys have been named "Elite Trial Lawyers" by the *National Law Journal*, "Litigation Stars" by *Benchmark Litigation*, among the top "500 Leading Plaintiff Financial

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Lawyers” by *Lawdragon*, “Titans of the Plaintiffs’ Bar” by *Law360*, and “SuperLawyers” by *Thomson Reuters*.

BFA’s notable successes include a recovery of over \$900 million in value from Tesla, Inc.’s Board of Directors, as well as \$420 million from Teva Pharmaceutical Ind. Ltd.

*Attorney advertising. Past results do not guarantee future outcomes.*