The Simply Good Foods Company Securities Fraud Class Action Lawsuit - SMPL

The Simply Good Foods Company
NASDAQ: SMPL

Affected SMPL Investor Summary

- **Who:** The Simply Good Foods Company (NASDAQ: SMPL)
- **What:** Securities fraud class action lawsuit filed
- **Class Period:** October 24, 2024 through April 8, 2026
- **Deadline to Seek Lead Plaintiff Status:** October 13, 2026
- **Key Lawsuit Allegations:** Material misstatements and/or omissions concerning the company's strategy going into its acquisition of OWYN
- **Investor Action:** Contact Kessler Topaz Meltzer & Check, LLP (www.ktmc.com) for recovery options

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The Simply Good Foods Company securities fraud class action lawsuit was filed on behalf of those who purchased or otherwise acquired *The Simply Good Foods Company* ("*Good Foods*") (NASDAQ: SMPL) common stock between October 24, 2024 and April 8, 2026, inclusive (the "Class Period"). Captioned *Monroe County Employees' Retirement System v. The Simply Good Foods Company,* No. 26-cv-06971 (S.D.N.Y.), the *Good Foods* class action lawsuit alleges that *Good Foods* and/or certain of its officers and/or directors violated federal securities laws by making false or misleading statements and/or omitted to disclose material information.

If you lost money as a result of your *Good Foods* investment and want to find out more about this action and your rights, fill out the form on this page or contact attorney Jonathan Naji, Esq. of KTMC by calling (484) 270-1453 or via e-mail at info@ktmc.com. Lead plaintiff motions must be filed with the court no later than October 13, 2026.

COMPLAINT ALLEGATION SUMMARY:

Good Foods develops and sells packaged health foods and snacks under its portfolio brands that includes Quest, Atkins, and OWYN. On April 29, 2024, *Good Foods* announced an agreement to acquire OWYN for $280 million in an all-cash transaction, in a transaction that *Good Foods* claimed would diversify the company's portfolio and strengthen its presence with retail customers. The acquisition was completed on June 13, 2024, and by that October, *Good Foods* stated that the integration of OWYN was "progressing as planned" and assured investors that it "remain[ed] confident" in *Good Food's* ability to "effectively integrate OWYN."

The complaint alleges that, throughout the Class Period, Defendants made materially false and/or misleading statements, as well as failed to disclose material facts about the company's business, operations, and prospects. Specifically, Defendants misrepresented and/or failed to disclose that: (1) following the acquisition, key managers fled *Good Foods*; (2) *Good Foods* implemented a layered organizational structure in an attempt to remedy the personnel loss, which instead was later described as bloated and lacking strategic cohesion; (3) the company experienced product quality control issues due in part to switching to an inferior supplier, causing negatively impacted sales and customer loyalty; (4) execution failures and increased management costs led to margin erosion, leading *Good Foods* to begin heavy discounting activities and cutting brand support; and (5) as a result of the foregoing, Defendants' statements about the company's business, operations, and prospects were materially false and misleading and/or lacked a reasonable basis at all relevant times.

WHY DID GOOD FOODS' STOCK DROP?

On April 9, 2026, *Good Foods* announced its second quarter 2026 earnings results, revealing that customer consumption had plummeted across all of its brands. Notably, *Good Foods* revealed that OWYN's quarterly sales had contracted by nearly 17% year-over-year, a start contract from the double-digit growth that *Good Foods* previously highlighted. In the corresponding call, *Good Foods* admitted, among other things, that the company had "made some strategic choices" that" ultimately weakened" its performance. On this news, the price of *Good Foods* common stock declined more than 27% over a two-day trading period.

THE LEAD PLAINTIFF PROCESS:

The Private Securities Litigation Reform Act of 1995 permits any investor who purchased or acquired *Good Foods* common stock during the Class Period to seek appointment as lead plaintiff in the *Good Foods* class action lawsuit. A lead plaintiff is a representative party that acts on behalf of other class members in directing the litigation. In order to be appointed lead plaintiff, the Court must determine that the class member's claim is typical of the claims of other class members, and that the class member will adequately represent the class. Your ability to share in any recovery is not, however, affected by the decision whether or not to serve as a lead plaintiff. Filling out the online form above or communicating with any counsel is not necessary to participate or share in any recovery achieved in this case. Any member of the purported class may move the court to serve as a lead plaintiff through counsel of his/her choice, or may choose to do nothing and remain an inactive class member.

ABOUT KESSLER TOPAZ MELTZER & CHECK, LLP:

Kessler Topaz Meltzer & Check, LLP (KTMC) is a leading U.S. plaintiff-side law firm focused on securities-fraud class actions and global investor protection. The firm represents individual investors as well as institutions, such as major pension funds, asset managers, and international investors. KTMC has led some of the largest recoveries in securities litigation and has been recognized by peers and the legal media with numerous accolades, including being recognized in Chambers & Partners USA 2026 as a Band 1 Top Firm in Securities and Class Actions, Legal 500's Tier 1 Rankings for Securities and M&A Litigation, The National Law Journal's Plaintiff's Hot List and Trailblazers in Plaintiffs' Law, BTI Consulting Group's Honor Roll of Most Feared Law Firms, The Legal Intelligencer's Class

Action Firm of the Year, Lawdragon's Leading Plaintiff Financial Lawyers, and Law360's Titans of the Plaintiffs Bar. The firm operates globally with offices in Pennsylvania and California. KTMC has recovered over $25 billion for our clients and the classes they represent.