

FIVE
REASONS
WHY



BCAA DRINKS

1

PROTEINS

ARE HOT INGREDIENTS

The building blocks of proteins are amino acids.

BCAA stands for **B**ranched **C**hain **A**mino **A**cids: leucine, isoleucine, valine.

2

FUELING THE FUTURE

x10

The share of global Sports & Energy Drink launches featuring BCAA has increased tenfold over the past decade.

SOURCE: MINTEL GNPD

3

BENEFITS

BCAA

- can increase muscle growth
- can help to reduce muscle breakdown
- can push performance and endurance faster than other amino acids.



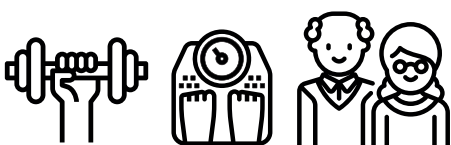
4

TARGET GROUPS

People who would like to build up or are exposed to lose muscle mass:

- sports (wo)men
- people following special diets
- silver agers

With strong muscles we feel fit and well. We feel the joy of life.



5

HIP & TRENDY

LIFESTYLE DRINK

- ready to drink
- the perfect mix of the functional ingredients
- a convenient way to take BCAA



esarom

YOUR
PARTNER
IN TASTE.

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Ingredient claims are intended exclusively for B2B use and do not imply regulatory approval. Local regulations must be consulted to confirm the admissibility of ingredients and claims within relevant product categories.