

PROTEIN DRINKS

FIVE
REASONS
WHY



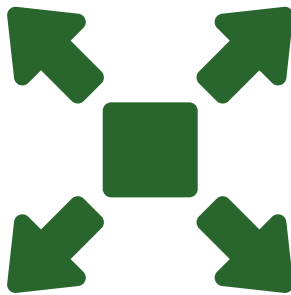
1

PROTEIN IS IN DEMAND

Consumers are prioritizing protein as a key nutrient for energy, satiety, weight management, and overall wellbeing.



2



EXPANDING THE PROTEIN CATEGORY

Fruity protein drinks help break protein out of the gym and into the mainstream.

3

FRUITY PROTEIN DRINKS

offer a lighter, more accessible format that appeals to a broader audience.

- Busy professionals
- Teens and Gen Z
- People focused on healthy aging
- Flexitarians



4

ALL-DAY & ANYWHERE

A snack, post-workout refreshment, or even a meal complement.

Ready to drink.



5

DELICIOUS FLAVOUR OPTIONS

Fruity protein drinks combine refreshing fruit flavours with smooth textures, offering a delicious way to enjoy healthy nutrition.

esarom
YOUR
PARTNER
IN TASTE.

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