VKTRY × SPROUTS

PROTEIN JUST GOT FASTER.

Meet VKTRY. The Athlete's Protein Shot.

23G PROTEIN · ZERO SUGAR · LACTOSE FREE · ONLY 3.38 OZ



Built for Athletes. Made for life on the move.

PROTEIN HAS EVOLVED. THE FORMAT HASN'T.

70%

of Americans say they want to consume more protein

SHAKES

LARGE
BULKY
MORE VOLUME

POWDERS

MIXING
SHAKER
CLEANUP

BARS

CHEWING
DRY
SLOWER

VKTRY

23G PROTEIN.
3.38 OZ.
GONE IN SECONDS.

VKTRY doesn't ask Sprouts shoppers to replace protein — it gives them a new way to consume it.

BUILT FOR THE SPROUTS SHOPPER.

Five reasons this belongs in the set — mapped to the priorities Sprouts already buys against.

HIGH PROTEIN
23g of protein in a single shot.
FUNCTIONAL NUTRITION

ZERO SUGAR
Fits the better-for-you set.
HEALTH + WELLNESS

LACTOSE FREE
Opens the format to more shoppers.
DIFFERENTIATED PRODUCTS

CONVENIENT
No shaker, no mixing, no cleanup.
CONVENIENCE

DIFFERENTIATED
A format the set does not carry today.
DISCOVERY

SPROUTS CONTEXT

Target shopper: health enthusiasts and selective shoppers.

More than 7,000 new products launched in 2025.

Innovation center displays spotlight new and differentiated items.

2026 foraging priorities include more grass-fed whey protein and functional hydration.

Sources: Sprouts FY2025 Form 10-K; Progressive Grocer (Feb 23, 2026).

ONE SHOT. 23G OF PROTEIN.

23G PROTEIN · ZERO SUGAR · LACTOSE FREE · 3.38 OZ

OFFICIAL PROTEIN OF THE X GAMES

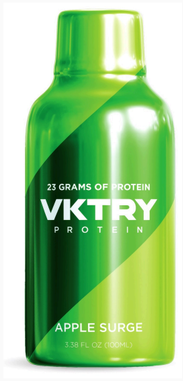
NSf CERTIFIED



CITRUS EDGE

UPC 860015275547

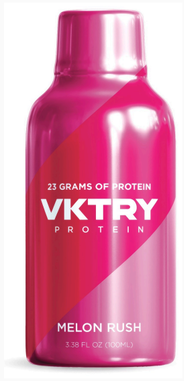
6/CADDY · 72/CASE



APPLE SURGE

UPC 860015275578

6/CADDY · 72/CASE



MELON RUSH

UPC 860015275561

6/CADDY · 72/CASE



BERRY STRIKE

UPC 860015275554

6/CADDY · 72/CASE

INNOVATION

POWERED BY BLG — BETA-LACTOGLOBULIN

23g per 3.3oz shot — the protein fraction behind the format.

BOTTLE: 4.33" H × 1.875" W × 1.875" D · 0.21 LB

4 FACINGS

NUTRITION FACTS

1 Serving Per Container · Serving Size 1 Bottle (100 mL)

Calories	**100**
	% Daily Value*
Total Fat 0g	**0%**
Saturated Fat **0g**	**0%**
Trans Fat **0g**	
Cholesterol 0g	**0%**
Sodium 45mg	**2%**
Total Carbs 0g	**0%**
Dietary Fiber **0g**	**0%**
Sugars 0g (Zero added sugars)	
Protein 23g	**28%**

Vitamin D 0mcg · Calcium 0mg · Iron 0mg · Potassium 0mg

*% Daily Value based on a 2,000-calorie diet.
Shown: Berry Strike label.

INGREDIENTS

Filtered Water, Whey Protein (Beta-Lactoglobulin), Bovine Collagen Peptides.

CONTAINS LESS THAN 2%

Monk Fruit Extract, L-Histidine (amino acid), L-Valine (amino acid), Stevia Leaf Extract, Citric Acid, Malic Acid, Phosphoric Acid, Potassium Sorbate (preserves freshness), Sodium Benzoate (preserves freshness), Natural Flavors.

THE FULL PACKAGING SYSTEM.

One consistent system — color-blocked by flavor, claims on every face.



CITRUS EDGE

CADDY 30860015275548 · CASE 40860015275545



APPLE SURGE

CADDY 20860015275572 · CASE 30860015275579



MELON RUSH

CADDY 30860015275562 · CASE 40860015275569



BERRY STRIKE

CADDY 30860015275555 · CASE 40860015275552



TIER 01

SINGLE SHOT

3.38 FL OZ / 100 mL

→



TIER 02

6CT CADDY

6 × 3.38 OZ

→



TIER 03

6-COUNT DISPLAY TRAY

Shelf-ready

CADDY + MASTER CASE SPECS

- UNITS PER CADDY: 6
- CADDY: 4.156" H × 3.438" W × 5.164" D · 1.3 LB
- MASTER CASE: 12 caddies · 72 ct
- CASE DIMENSIONS: 4.75" H × 10.75" W × 21" D · 17 LB

SHELF-READY. COLOR-BLOCKED. ON THE SHELF IN SECONDS.



CITRUS EDGE



APPLE SURGE



MELON RUSH



BERRY STRIKE

OPEN-AND-PLACE TRAY

No repacking — open the case and place.

FLAVOR BLOCKING

Four colors read from the aisle.

CLAIMS ON THE LIP

23g protein · lactose free · 0 sugar at eye level.

SMALL FOOTPRINT

6 shots per tray.

DISPLAY SPECS

CASE DIMENSIONS: 4.156" H × 3.438" W × 5.164" D · 1.3 LB

STORAGE REQUIREMENT: AMBIENT

PLACEMENT: BUYER DECISION — sports nutrition / grab-and-go / innovation display / checkout

A NEW PROTEIN OCCASION.



BOTTLE IN HAND · 3.38 OZ

TRAIN. → SHOOT. → RECOVER.

GYM	PRACTICE	RUN
WORK	TRAVEL	ON THE GO

Traditional protein asks shoppers to commit to a shake, powder or bar. VKTRY removes the friction.

OPEN. SHOOT. GO.

One shot. No shaker. No mixing. No cleanup.

BUILT TO WIN AT SHELF.

COMMERCIAL TERMS

Suggested Retail	$4.49 / shot
Sprouts Cost	$2.47 / shot
Retail Margin	45% of SRP
Case Pack	12 × 6ct caddies
Units per Case	72
Shelf Life	24 months
Lead Time	6 weeks from PO
Pallet Quantity	60 master cases · 4,320 bottles

OPERATIONAL READINESS

Retail-ready packaging	READY
Nationwide GNC distribution since Sept 1, 2026	IN MARKET
Samples available	READY
Marketing support committed	CONFIRMED
Scalable production	Yes — no capacity issues
EDI capability	YES
Product liability insurance	YES
Storage requirement	AMBIENT

SHELF MOCKUP



4 FACINGS. ONE TINY FOOTPRINT.

BOTTLE: 4.33" H × 1.875" W × 1.875" D · 0.21 LB

SMALL FOOTPRINT. HIGH VISIBILITY. NEW FORMAT.

WE WON'T JUST SHIP PRODUCT. WE'LL BUILD VELOCITY.

LAUNCH MARKETING BUDGET DATA NEEDED

PRE-LAUNCH

4–6 weeks before shelf date

- Sprouts store locator + landing page
- Geo-targeted paid social around participating stores
- Creator seeding in Sprouts markets
- Athlete / influencer content
- Email + SMS
- Organic countdown
- "VKTRY IS COMING TO SPROUTS" creative
- Associate education materials where permitted

KPIs
Awareness reach
Store-locator visits

LAUNCH

Weeks 1–4

- "NOW AT SPROUTS" campaign
- Geo-targeted Meta + TikTok
- Creator shopping content at Sprouts (where approved)
- Sampling + demos
- Athlete appearances where practical
- Store-locator CTA + retailer tagging
- Email + SMS + PR
- Promo participation coordinated with Sprouts

KPIs
Samples / trial
Units per store per week

POST-LAUNCH

Days 30–90

- Retargeting
- UGC amplification
- Athlete testimonials
- Repeat-purchase messaging
- Flavor-focused creative
- Sampling in priority stores
- Market-by-market velocity analysis
- Creative optimization on sales data
- Incremental promo windows

KPIs
Repeat rate
Velocity vs. set

UNDERPERFORMING STORES → flag any store below the velocity threshold: add sampling · shift geo-media · review flavor mix · request secondary placement

EVERY MARKETING DOLLAR POINTS TO SPROUTS.

Launch-market digital drives shoppers into a Sprouts aisle — not to DTC.



PLANNED CREATIVE

"NOW AT SPROUTS."

"23G PROTEIN. GONE IN SECONDS."

"SKIP THE SHAKE."

"THE ATHLETE'S PROTEIN SHOT."

"FIND VKTRY AT SPROUTS."

All retail creative carries a Sprouts store-locator CTA.

SIX LEVERS

01 GEO-TARGETED MEDIA
Paid social around participating Sprouts stores.

02 CREATOR CONTENT
Market-matched creators; shopper-led video.

03 SAMPLING
Demo and trial at store level.

04 ATHLETE CREDIBILITY
X Games partner; pro athlete roster.

05 RETAIL MEDIA + PROMOS
Subject to buyer approval and program availability.

06 MEASUREMENT
Velocity by market/store; shift support to the strongest.

Sprouts marketing is digital-first, with loyalty data used to prompt product discovery.

BUILT FOR ATHLETES.
BUILT TO WIN ACROSS CHANNELS.



PROOF 01

OFFICIAL PROTEIN OF THE X GAMES

National platform creating athlete credibility, consumer awareness, content and retail activation opportunities.

PROOF 02

1,000+ RETAIL DOORS

VKTRY has established an early national retail footprint while remaining highly selective about expansion.

PROOF 03

FOUNDER-LED CATEGORY EXPERIENCE

Founded by Brad Pyatt — former NFL athlete, founder of MusclePharm and co-founder of TRUBAR — bringing proven sports nutrition and retail experience.

PROOF 04

POWERED BY BLG PROTEIN TECHNOLOGY

23g of protein in a 3.3 oz shot — a differentiated format built for modern protein consumption.

ONE BRAND. A DISCIPLINED CHANNEL STRATEGY.

SPECIALTY

GNC

Performance nutrition authority · 1,000+ doors

NATURAL PROPOSED

Sprouts

Proposed exclusive natural-channel partner · strategic retail expansion + launch activation

DIGITAL / OMNICHANNEL

DTC • Amazon • TikTok Shop

Acquisition · education · awareness · demand generation

“We’re not chasing maximum distribution. We’re building the right partners in the right channels — and driving demand behind them.”

Proposed strategy: Sprouts receives natural-channel exclusivity during the launch and initial growth phase.

GNC owns specialty.
Sprouts can own natural.
Digital creates demand for both.

Let's build the protein shot category.

Here's everything we'd bring — and the one thing we'd love to build with you.



CITRUS EDGE APPLE SURGE MELON RUSH BERRY STRIKE

WHAT WE'LL BRING

A launch marketing engine.
Demo & sampling muscle.
Athlete & creator credibility.
Velocity behind launch.

THE ASK

Authorization across the set — a real place on the shelf, not a stub.

Brad Pyatt · Founder & CEO · VKTRY

YES TO SPROUTS.