



26g Protein:  
Chocolate - Vanilla - Strawberry Banana

42g Protein:  
Chocolate - Vanilla - Strawberry

Need States & Consumer Occasions

- ✓ Workout
- ✓ Nutrient Intake Goals<sup>1</sup>

#1

Contributor to Category Growth  
\$ and Unit Share  
\$ and Unit Velocity  
Household Penetration<sup>2</sup>

In RTD Sports  
Nutrition Category

#1

in recruiting new  
buyers to RTD  
Sports Nutrition  
Category<sup>3</sup>

69%

of Shoppers will wait  
for restock/will not  
purchase if Core  
Power is not on  
shelf<sup>4</sup>

8x

Core Power  
Households grew  
more than Muscle  
Milk<sup>5</sup>



**42<sub>g</sub>**  
high quality  
**PROTEIN**

champion your  
**RECOVERY**

**26<sub>g</sub>**  
high quality  
**PROTEIN**

high quality  
**PROTEIN**  
to build muscle