



26g Protein:
Chocolate - Vanilla - Strawberry Banana

42g Protein:
Chocolate - Vanilla - Strawberry

Need States & Consumer Occasions

- ✓ Workout
- ✓ Nutrient Intake Goals¹

#1
Contributor to Category Growth
\$ and Unit Share
\$ and Unit Velocity
Household Penetration²
In RTD Sports
Nutrition Category

#1
in recruiting new
buyers to RTD
Sports Nutrition
Category³

69%
of Shoppers will wait
for restock/will not
purchase if Core
Power is not on
shelf⁴

8x
Core Power
Households grew
more than Muscle
Milk⁵



42g
high quality
PROTEIN

champion your
RECOVERY

26g
high quality
PROTEIN

high quality
PROTEIN
to build muscle

Sources: 1- fairlife Consumer Survey September 2023; 2- Nielsen AMC L52W 8/3/2024, Numerator HHP Q2 '24; 3- Numerator - Point of Entry Report, 7.1.2023 - 6.30.2024; 4- fairlife Consumer Survey September 2023, all respondents who purchased CP in the past 12 months (n = 458); 5- Numerator FY 2022-2023