

PURE KICK ALKALINE

**PREMIUM PRICE TIER.
FIRST MOVER.
PROVEN BRAND.**

Pure Kick offers precise blends of alkaline and hydration, enhancing your water for a cleaner, smoother taste. Kick up your day with flavorful alkaline hydration.



**CROSS INTERNATIONAL
BROKERAGE Inc.**

**PURE
KICK**



#2 Drink Mix Brand in the Value Channel

#1 Functional Brand in the Value Channel

Pure Kick Brand is
#8
in the Total PSD
Category in Units

Pure Kick Brand is
#3
in Functional
Segment in Units¹

4 SKUs in the Top 15 in units within Functional Drink Sticks²

Pure Kick's #1 SKU, Strawberry Watermelon Hydrate, sells more units than Liquid IV's #1 SKU³



Nationally Distributed in Mass, Grocery, Drug, Value and E-commerce



Sold in approximately **45,000 Retail Stores** Nationwide



Up **51%** in **Dollars** and 46% on Units⁴

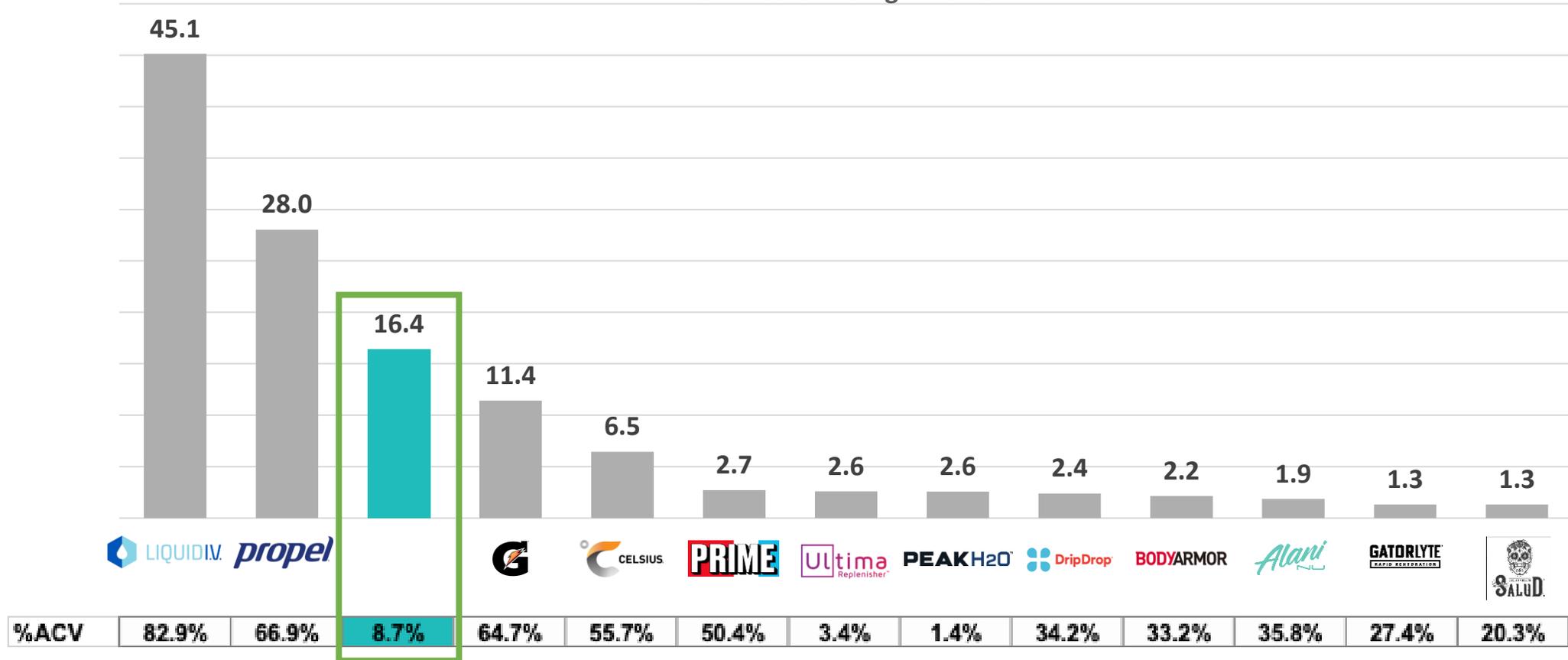


Recent acceptance in **Walmart, 3,500 Stores**



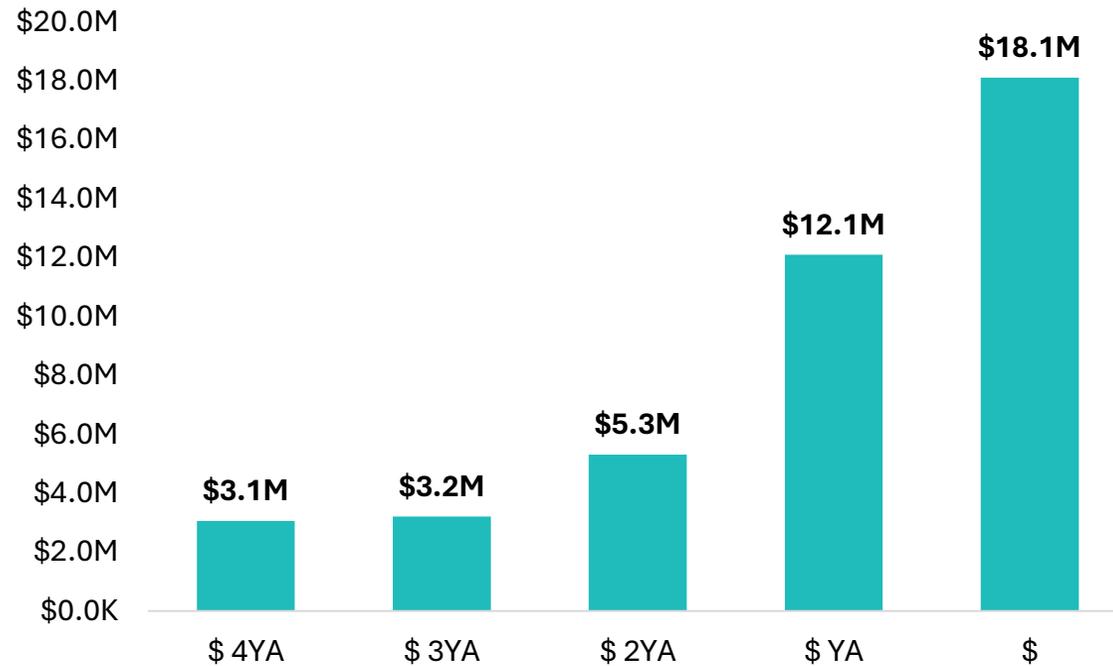
Pure Kick is the #3 functional drink stick brand with a fraction of the distribution*

Functional Drink Stick Brand Unit Sales (in millions)
52 Weeks Ending 4-26-25



Pure Kick sales have exploded in the past two years by delivering an everyday functional drink stick that is high flavor and high value

Pure Kick 5 Year Sales – B&M



2 BILLION DOLLAR RTD HYDRATION SEGMENT!



HIGH PURCHASE INTENT FOR THE PSD CATEGORY

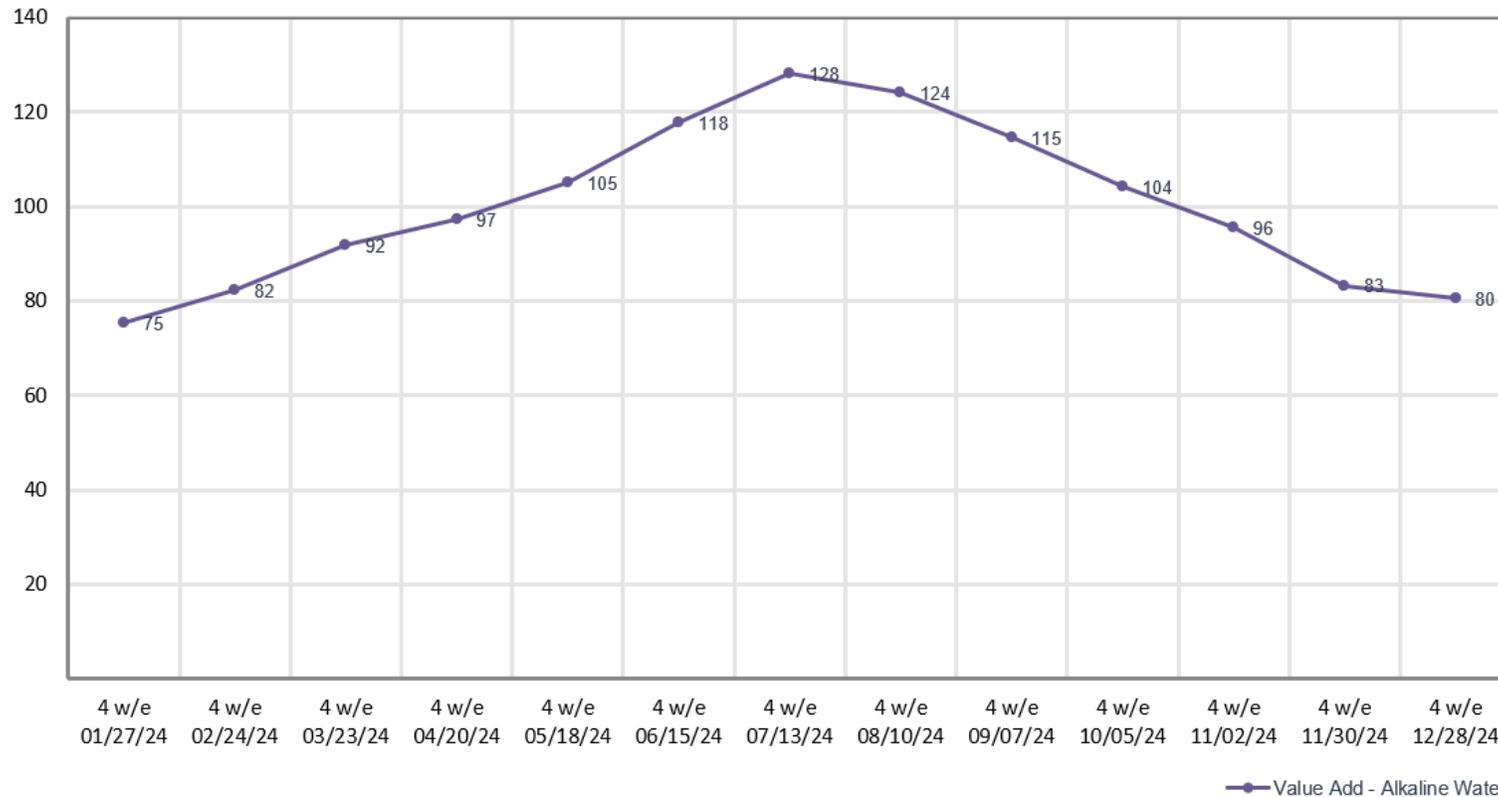
- Consumers, both current alkaline and powdered drink mix users, stated a **HIGH PURCHASE INTENT** for a powdered drink stick to enhance their water
- Consumers are willing to pay upwards of **\$1 PER STICK**
- 55% stated they would prefer a flavored option with **NO SWEETNER** and natural flavor
- Consumers drink alkaline because they believe it **TASTES BETTER**, and they **FEEL GOOD** about drinking it



Clear spike over the summer months, ramping up in May and peaking in July.

Consumption builds from January to July

Tapers off from July to December



Alkaline water has gained popularity in recent years due to its perceived health benefits, although scientific evidence supporting some of the claims is still limited. Here are a few reasons why people are drawn to it:

1. **PH Balance and Hydration:** Alkaline water (pH 8-9) is believed to neutralize body acids, improving hydration and health.
2. **Antioxidant Properties:** It's thought to reduce oxidative stress by neutralizing free radicals, potentially benefiting aging and disease.
3. **Acid Reflux Relief:** Alkaline water may help neutralize stomach acid, providing relief for acid reflux or GERD sufferers.
4. **Detoxification and Weight Loss:** Often marketed as a detox aid and weight loss support, though these claims lack strong scientific backing.
5. **Better Taste:** Many find alkaline water smoother or cleaner in taste compared to regular water.
6. **Trendy Health Culture:** It's popular in wellness trends, marketed as part of a premium, health-conscious lifestyle.



Alkaline water has gained popularity in recent years due to its perceived health benefits.



1. Black Packaging Stands Out

- High contrast (black + bright colors) **grabs attention**
- Described as “**pops off the shelf**” and “**visually appealing**”
- Easy to spot **in-store and online**

2. Strong Flavor Cues – Especially Watermelon

- Splash visuals = **refreshing & tasty**
- “**Hydrating,**” “**summery,**” clear flavor communication

3. Health Messaging Resonates

- Terms “**Alkaline**”, “**Unsweetened**” and “**Just a Hint of Flavor**” appeal
- **Zero sugar** is a major selling point (some prefer “Zero Sugar” term)

4. Clear & Functional Layout

- **Easy to read**, bold fonts, clean design
- Visible **stick count** + **portable** = perfect for active lifestyles

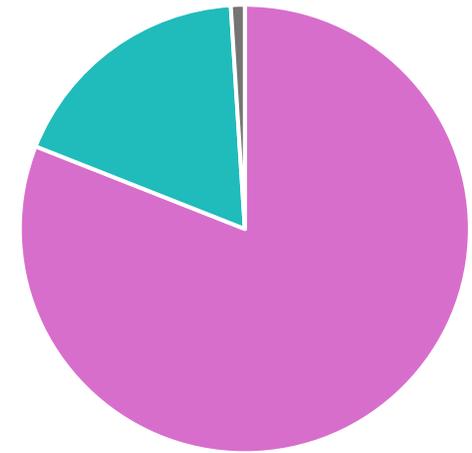
5. Sleek, Modern Look

- Seen as **premium, sporty, professional**

Survey Demographics – Gender

- **Female: 81%**
- **Male: 18%**
- **Other: 1%**

Demographics



■ Female ■ Male ■ Other

1. What is alkaline water?

Alkaline water has a higher pH level than standard water — typically pH 8.5 or higher. This means it's less acidic, which many consumers associate with better balance and hydration.

2. How is Pure Kick Alkaline different from regular drink mixes?

Pure Kick Alkaline is formulated to elevate your water's pH while adding a mild, natural fruit flavor. It's designed for those seeking clean hydration with a health-conscious twist.

3. What are the claimed benefits of alkaline water?

While scientific evidence is still emerging, common perceived consumer beliefs include:

- Helps neutralize acid in the body
- Supports hydration and energy
- Aids in digestion and detoxification
- Acts as an antioxidant

These claims drive consumer interest, especially among those pursuing wellness lifestyles.



4. Is Pure Kick Alkaline backed by science?

Our formulation is designed to raise pH and deliver a clean, smooth-tasting hydration experience. While we don't make medical claims, the product aligns with consumer trends and functional water preferences.

5. What flavors are available?

Each flavor features a hint of fruit, with light, refreshing taste profiles consumers prefer in hydration products. Flavors were developed to complement the smooth finish of alkaline water.

6. Who is the target consumer?

- Health-conscious individuals
- Fitness and hydration-focused shoppers
- Fans of functional beverages
- Consumers seeking low-calorie, better-for-you options

This product also appeals to shoppers of brands like Essentia, Smartwater+, or Functional Hydration Drink Mixes.



7. How does it compare to other functional drink mixes?

Unlike traditional mixes loaded with sugar or caffeine, Pure Kick Alkaline offers:

- Clean-label positioning
- Subtle natural flavors
- Hydration + Alkalinity in one packet

It fills a white space in the category for elevated hydration without additives.

Unsweetened, with
a hint of fruit flavor

8. What is the product's format and usage?

- Single-serve stick packs — just pour, mix, and drink.
- Great for on-the-go hydration with zero mess and consistent dosing.

9. Is this product sweetened?

Pure Kick Alkaline uses light, natural flavoring with no added sugar. It's focused on a smooth, refreshing finish — not sweetness.

10. Pure Kick Alkaline is designed to work with a variety of water applications (pH may vary depending on Alkalinity of Water)

- Tap
- Distilled
- Purified
- Spring

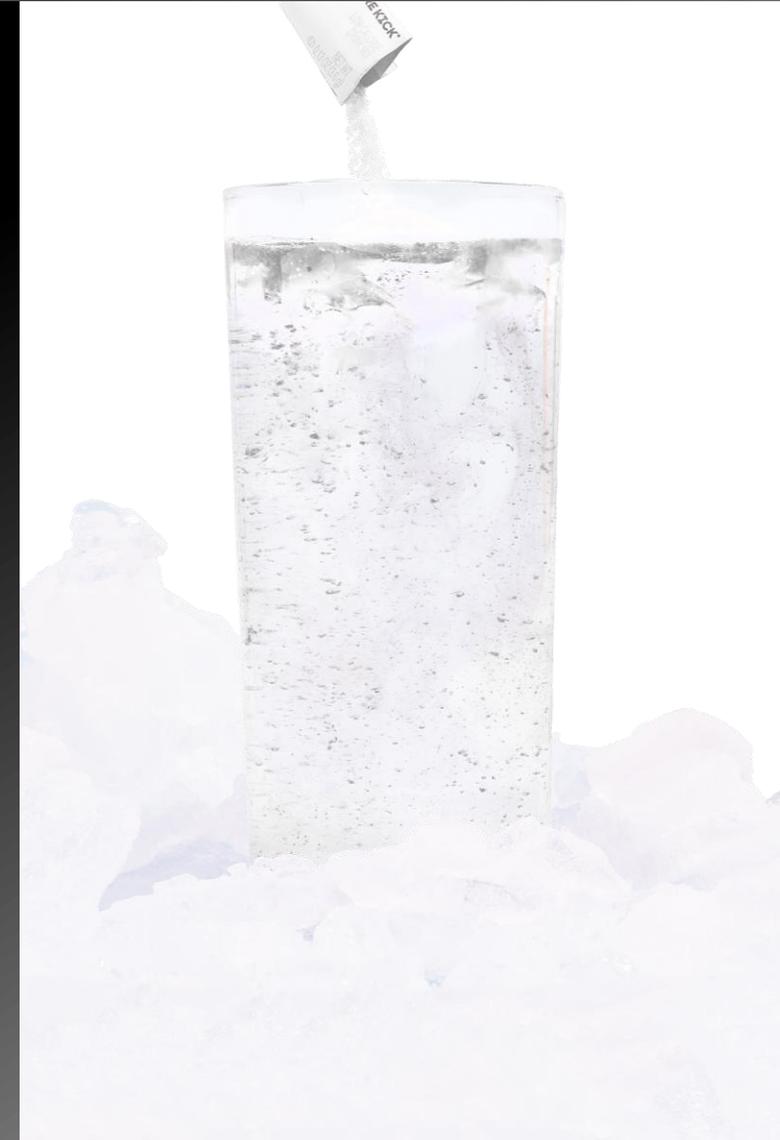


10. Pure Kick Alkaline is designed to work with a variety of water applications (pH may vary depending on Alkalinity of Water)

- Tap
- Distilled
- Purified
- Spring

11. What are the main selling points to communicate?

- Alkaline hydration in a convenient stick pack
- Light fruit flavor + smooth finish
- Taps into the fast-growing alkaline and functional hydration trend
- No sugar, no dyes, no caffeine
- Clean-label, wellness-driven innovation



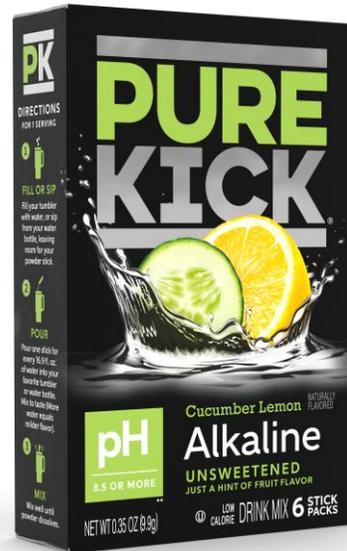
First mover to powdered drink mix market
2 Billion Dollar RTD hydration segment

PK Alkaline Drink Mixes (pH 8.5+), when paired with water, deliver a smooth crisp taste

NEW

Cucumber Lemon – 6ct

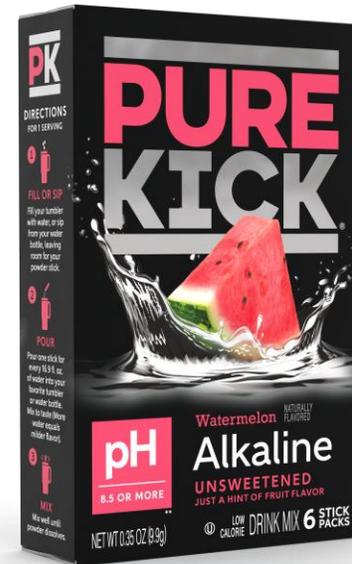
pH
8.5+



NEW

Watermelon – 6ct

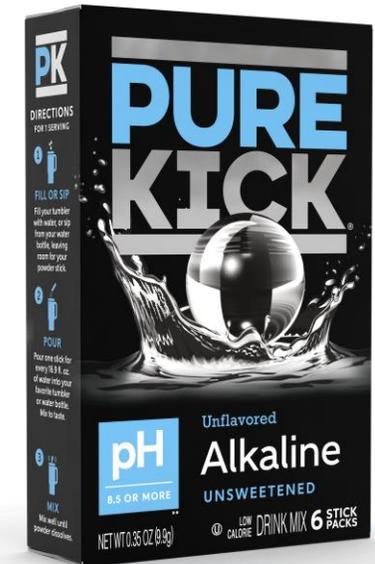
pH
8.5+



NEW

Unflavored – 6ct

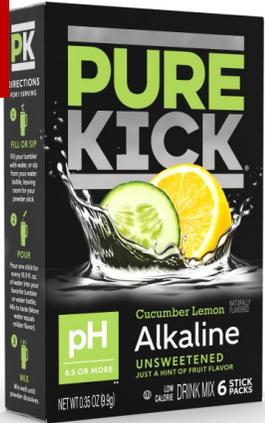
pH
8.5+



NEW

Cucumber Lemon – 6ct

pH
8.5+



Nutrition Facts

6 servings per container	
Serving size	1 Stick (1.7g)
Amount per serving	
Calories	5
	% Daily Value
Total Fat 0g	0%
Sodium 10mg	0%
Total Carbohydrate 1g	0%
Protein 0g	

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, iron and potassium.

The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



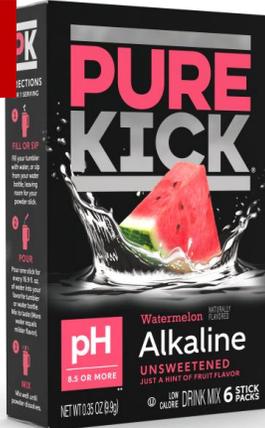
INGREDIENTS:
MALTODEXTRIN*, NATURAL FLAVORS, CONTAINS 2% OR LESS OF THE FOLLOWING: POTASSIUM CHLORIDE, MAGNESIUM OXIDE, SALT.

*ADDS A TRIVIAL AMOUNT OF SUGAR

NEW

Watermelon – 6ct

pH
8.5+

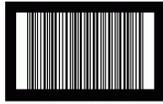


Nutrition Facts

6 servings per container	
Serving size	1 Stick (1.7g)
Amount per serving	
Calories	5
	% Daily Value
Total Fat 0g	0%
Sodium 10mg	0%
Total Carbohydrate 1g	0%
Protein 0g	

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, iron and potassium.

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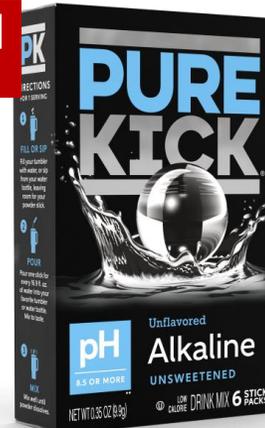
INGREDIENTS:
MALTODEXTRIN*, NATURAL FLAVORS, CONTAINS 2% OR LESS OF THE FOLLOWING: POTASSIUM CHLORIDE, MAGNESIUM OXIDE, SALT.

*ADDS A TRIVIAL AMOUNT OF SUGAR

NEW

Unflavored – 6ct

pH
8.5+

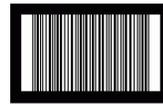


Nutrition Facts

6 servings per container	
Serving size	1 Stick (1.7g)
Amount per serving	
Calories	5
	% Daily Value
Total Fat 0g	0%
Sodium 10mg	0%
Total Carbohydrate 1g	0%
Protein 0g	

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, iron and potassium.

The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



INGREDIENTS:
MALTODEXTRIN*, CONTAINS 2% OR LESS OF THE FOLLOWING: POTASSIUM CHLORIDE, MAGNESIUM OXIDE, SALT.

*ADDS A TRIVIAL AMOUNT OF SUGAR

Product Description	SKU	Case UPC	Sell Unit UPC	Pack/Size	Unit Wt.	Case Wt.	Case Cube	TI X HI	Case LxWxH(in)	Unit LxWxH(in)	Pallets/Truck
PURE KICK ALKALINE 12/6ct - Cucumber Lemon	32122	1 00 72392 32122 0	0 72392 32122 3	12/6ct	0.35 oz	0.53 LB	0.14 ft ³	35 x 8 = 280	6.87 x 6.50 x 5.25	1.00 x 3.00 x 4.63	56
PURE KICK ALKALINE 12/6ct - Watermelon	32123	1 00 72392 32123 7	0 72392 32123 0	12/6ct	0.35 oz	0.53 LB	0.14 ft ³	35 x 8 = 280	6.87 x 6.50 x 5.25	1.00 x 3.00 x 4.63	56
PURE KICK ALKALINE 12/6ct - Unflavored	32121	1 00 72392 32121 3	0 72392 32121 6	12/6ct	0.35 oz	0.53 LB	0.14 ft ³	35 x 8 = 280	6.87 x 6.50 x 5.25	1.00 x 3.00 x 4.63	56

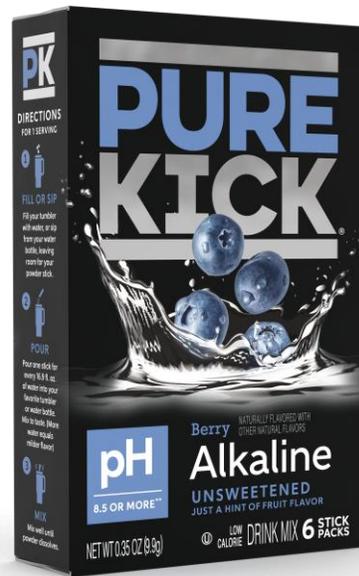
First mover to powdered drink mix market
2 Billion Dollar RTD hydration segment

PK Alkaline Drink Mixes (pH 8.5+), when paired with water, deliver a smooth crisp taste

NEW

Berry – 6ct

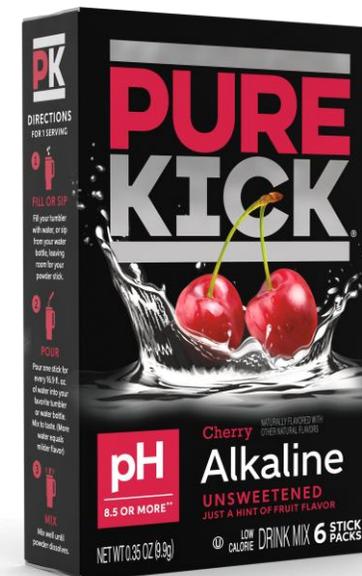
pH
8.5+



NEW

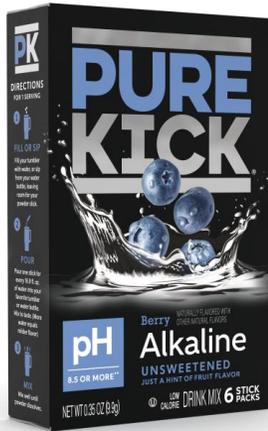
Cherry – 6ct

pH
8.5+



NEW Berry – 6ct

pH
8.5+



Nutrition Facts
6 servings per container
Serving size 1 Stick (1.7g)

Amount per serving	5
	% Daily Value
Total Fat 0g	0%
Sodium 10mg	0%
Total Carbohydrate 1g	0%
Protein 0g	

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, iron and potassium.

The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



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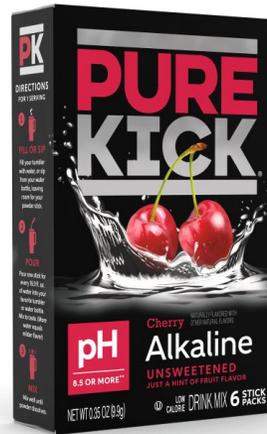
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INGREDIENTS:
MALTODEXTRIN*, CONTAINS 2% OR LESS OF THE FOLLOWING: NATURAL FLAVORS, POTASSIUM CHLORIDE, MAGNESIUM OXIDE, SALT.

*ADDS A TRIVIAL AMOUNT OF SUGAR

NEW Cherry – 6ct

pH
8.5+



Nutrition Facts
6 servings per container
Serving size 1 Stick (1.7g)

Amount per serving	5
	% Daily Value
Total Fat 0g	0%
Sodium 10mg	0%
Total Carbohydrate 1g	0%
Protein 0g	

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, iron and potassium.

The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



0 72392 32124 7



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INGREDIENTS:
MALTODEXTRIN*, NATURAL FLAVORS, CONTAINS 2% OR LESS OF THE FOLLOWING: POTASSIUM CHLORIDE, MAGNESIUM OXIDE, SALT.

*ADDS A TRIVIAL AMOUNT OF SUGAR

Product Description	SKU	Case UPC	Sell Unit UPC	Pack/Size	Unit Wt.	Case Wt.	Case Cube	TI X HI	Case LxWxH(in)	Unit LxWxH(in)	Pallets/Truck
PURE KICK ALKALINE 12/6ct - Berry	32125	1 00 72392 32125 1	0 72392 32125 4	12/6ct	0.35 oz	0.53 LB	0.14 ft ³	35 x 8 = 280	6.87 x 6.50 x 5.25	1.00 x 3.00 x 4.63	56
PURE KICK ALKALINE 12/6ct - Cherry	32124	1 00 72392 32124 4	0 72392 32124 7	12/6ct	0.35 oz	0.53 LB	0.14 ft ³	35 x 8 = 280	6.87 x 6.50 x 5.25	1.00 x 3.00 x 4.63	56

First mover to powdered drink mix market
2 Billion Dollar RTD hydration segment

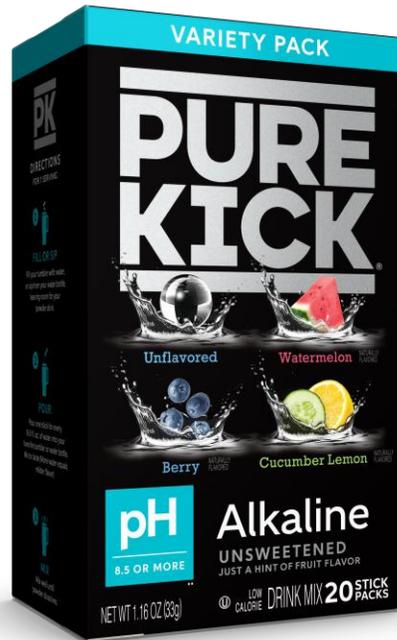
PK Alkaline Drink Mixes (pH 8.5+), when paired with water, deliver a smooth crisp taste

NEW

Variety Pack – 20ct

Berry | Cucumber Lime | Watermelon | Unflavored

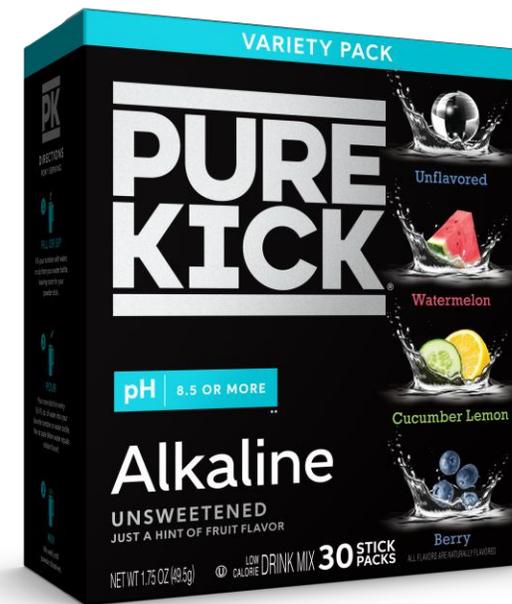
pH
8.5+



Variety Pack – 30ct

Berry | Cucumber Lime | Watermelon | Unflavored

pH
8.5+



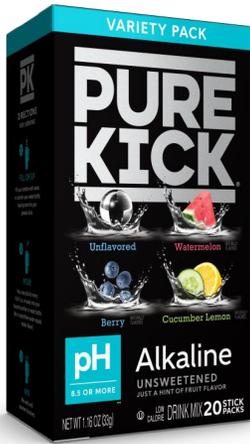
NEW

NEW

Variety Pack – 20ct

Berry | Cucumber Lime | Watermelon | Unflavored

pH
8.5+



Nutrition Facts

20 servings per container	
Serving size	1 Stick (1.7g)
Amount per serving	
Calories	5
	% Daily Value
Total Fat 0g	0%
Sodium 10mg	0%
Total Carbohydrate 1g	0%
Protein 0g	

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, iron and potassium.

The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

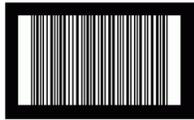
INGREDIENTS:

BERRY: MALTODEXTRIN*, CONTAINS 2% OR LESS OF THE FOLLOWING: NATURAL FLAVORS, POTASSIUM CHLORIDE, MAGNESIUM OXIDE, SALT.
WATERMELON, CUCUMBER LEMON: MALTODEXTRIN*, NATURAL FLAVORS, CONTAINS 2% OR LESS OF THE FOLLOWING: POTASSIUM CHLORIDE, MAGNESIUM OXIDE, SALT.
UNFLAVORED: MALTODEXTRIN*, CONTAINS 2% OR LESS OF THE FOLLOWING: POTASSIUM CHLORIDE, MAGNESIUM OXIDE, SALT.

*ADDS A TRIVIAL AMOUNT OF SUGAR



0 72392 32120 9



10072392321206

Variety Pack – 30ct

Berry | Cucumber Lime | Watermelon | Unflavored

pH
8.5+



Nutrition Facts

30 servings per container	
Serving size	1 Stick (1.7g)
Amount per serving	
Calories	5
	% Daily Value
Total Fat 0g	0%
Sodium 10mg	0%
Total Carbohydrate 1g	0%
Protein 0g	

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, iron and potassium.

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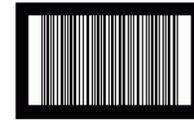
INGREDIENTS:

BERRY: MALTODEXTRIN*, CONTAINS 2% OR LESS OF THE FOLLOWING: NATURAL FLAVORS, POTASSIUM CHLORIDE, MAGNESIUM OXIDE, SALT.
WATERMELON, CUCUMBER LEMON: MALTODEXTRIN*, NATURAL FLAVORS, CONTAINS 2% OR LESS OF THE FOLLOWING: POTASSIUM CHLORIDE, MAGNESIUM OXIDE, SALT.
UNFLAVORED: MALTODEXTRIN*, CONTAINS 2% OR LESS OF THE FOLLOWING: POTASSIUM CHLORIDE, MAGNESIUM OXIDE, SALT.

*ADDS A TRIVIAL AMOUNT OF SUGAR



0 72392 32131 5



10072392321312

Product Description	SKU	Case UPC	Sell Unit UPC	Pack/Size	Unit Wt.	Case Wt.	Case Cube	TI X HI	Case LxWxH(in)	Unit LxWxH(in)	Pallets/Truck
PURE KICK ALKALINE 6/20ct - Variety Pack	32120	1 00 72392 32120 6	0 72392 32120 9	6/20ct	1.16 oz	0.89 LB	0.17 ft ³	30 x 8 = 240	6.94 x 6.81 x 6.13	2.06 x 3.06 x 5.19	30
PURE KICK ALKALINE 6/30ct Variety Pack	32131	1 00 72392 32131 2	0 72392 32131 5	6/30ct	1.75 oz	1.21 LB	0.21 ft ³	28 x 8 = 224	9.56 x 6.44 x 5.81	2.00 x 4.50 x 5.12	56

Olivia Ponton Messaging:

EMAIL:

10 Million Followers. One Hydration Breakthrough.

Pure Kick Alkaline has partnered with [Olivia Ponton](#) — creator, Sports Illustrated, and Victoria's Secret PINK model with 10 million social followers, to launch a first-to-market hydration stick that turns any tap into alkaline water with a hint of flavor.

It's zero-sugar, functional, and clean, balancing flavor, electrolytes, and convenience in one quick pour.

Olivia's cultural relevance and reach amplify a category-shaping innovation that delivers on price, function, and taste.

TEXT:

Pure Kick Alkaline welcomes Olivia Ponton — creator, model, and wellness advocate with 10M followers — as the face of our new campaign. The first drink stick that turns any tap into alkaline water with a hint of flavor. Functional, clean, and culturally relevant.

Graphic created to share with buyers and brokers, highlighting the celebrity endorsement behind this new product launch!



PURE KICK PRO



THE VITAMINS AND ELECTROLYTES YOU NEED TO HYDRATE LIKE A PRO.

Pure Kick PRO is packed with twice the electrolytes as regular Pure Kick, along with essential vitamins, minerals and amino acids for enhanced hydration all with the same great taste.





Brand Success



#2 Drink Mix Brand in the Value Channel

#1 Functional Brand in the Value Channel

Pure Kick Brand is
#8
in the Total PSD
Category in Units

Pure Kick Brand is
#3
in Functional
Segment in Units¹

4 SKUs in the Top 15 in units within Functional Drink Sticks²

Pure Kick's #1 SKU, Strawberry Watermelon Hydrate, sells more units than Liquid IV's #1 SKU³



Nationally Distributed in Mass, Grocery, Drug, Value and E-commerce



Sold in approximately **45,000 Retail Stores** Nationwide



Up **51% in Dollars** and 46% on Units⁴



Recent acceptance in **Walmart, 3,500 Stores**



1. Behind Liquid IV #1 and Propel #2; 2. Excluding private label; 3. 3.9M to 2.6M units respectively 4. TTL XAOC latest 52 weeks, 2/22/25



Pure Kick **PRO** Drink Mix



	 PURE KICK PRO	 PURE KICK PRO	 PROPEL	 LIQUID IV	 PRIME
BCAAs	250 mg	0 mg	0 mg	0 mg	
VITAMIN C	90 mg	24 mg	62 mg	90 mg	
POTASSIUM	700 mg	70 mg	380 mg	700 mg	
SODIUM	80 mg	210 mg	510 mg	40 mg	
SUGAR	0 g	0 g	11 g	0 g	
CAFFEINE	0 g	0 g	0 g	0 g	



Pure Kick **PRO** Drink Mix

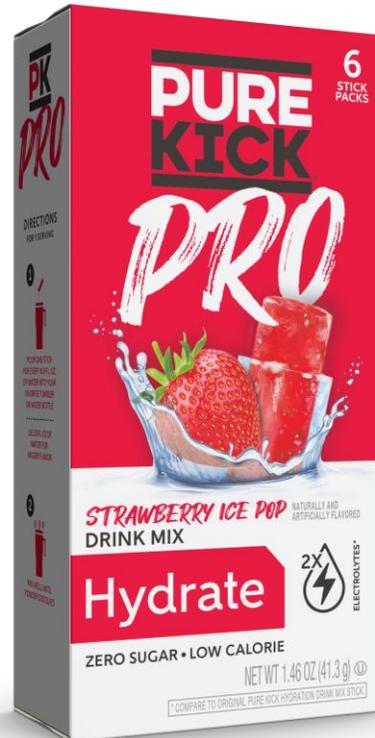


#2 Drink Mix Brand in the Value Channel
#1 Functional Brand in the Value Channel
Pure Kick Brand is Ranked #8 in the Total PSD Category in Units

Pineapple Coconut



Strawberry Ice Pop



Peach Mango





PURE KICK PRO

Pure Kick PRO Drink Mix

Pineapple Coconut



Nutrition Facts
6 servings per container
Serving size 1 Stick (7g)

Amount per serving	
Calories	15
	% Daily Value
Total Fat 0g	0%
Sodium 80mg	3%
Total Carbohydrate 4g	1%
Protein 0g	
Potassium 700mg	15%
Vitamin A 900mcg	100%
Vitamin C 90mg	100%
Vitamin E 15mg	100%
Vitamin B ₁ 3.4mg	200%
Vitamin B ₂ 4.8mcg	200%
Pantothenic Acid 7mg	140%
Magnesium 124mg	30%
Chloride 128mg	6%

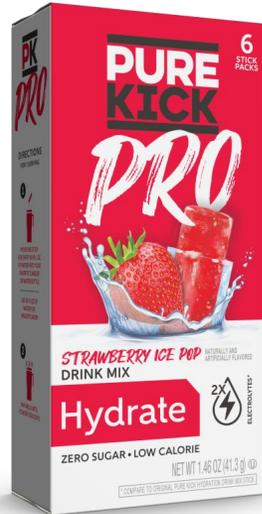
Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium and iron.

The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: CITRIC ACID, POTASSIUM CITRATE, MAGNESIUM CITRATE, INSTANTIZED BCAA POWDER, MALIC ACID, NATURAL AND ARTIFICIAL FLAVORS, SALT, VITAMIN E ACETATE, CONTAINS 2% OR LESS OF THE FOLLOWING: ASCORBIC ACID (VITAMIN C), SUCRALOSE, ACESULFAME POTASSIUM, SILICON DIOXIDE, RETINYL PALMITATE (VITAMIN A), D-CALCIUM PANTOTHENATE (VITAMIN B5), PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), CYANOCOBALAMIN (VITAMIN B12), DICALGIUM PHOSPHATE.



Strawberry Ice Pop



Nutrition Facts
6 servings per container
Serving size 1 Stick (7g)

Amount per serving	
Calories	15
	% Daily Value
Total Fat 0g	0%
Sodium 80mg	3%
Total Carbohydrate 4g	1%
Protein 0g	
Potassium 700mg	15%
Vitamin A 900mcg	100%
Vitamin C 90mg	100%
Vitamin E 15mg	100%
Vitamin B ₁ 3.4mg	200%
Vitamin B ₂ 4.8mcg	200%
Pantothenic Acid 7mg	140%
Magnesium 124mg	30%
Chloride 128mg	6%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium and iron.

The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: CITRIC ACID, POTASSIUM CITRATE, MAGNESIUM CITRATE, INSTANTIZED BAA POWDER, NATURAL AND ARTIFICIAL FLAVOR, MALIC ACID, SALT, VITAMIN E ACETATE, CONTAINS 2% OR LESS OF THE FOLLOWING: ASCORBIC ACID (VITAMIN C), SUCRALOSE, ACESULFAME POTASSIUM, SILICON DIOXIDE, RETINYL PALMITATE (VITAMIN A), D-CALCIUM PANTOTHENATE (VITAMIN B5), PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), CYANOCOBALAMIN (VITAMIN B12), DICALCIUM PHOSPHATE.



Peach Mango



Nutrition Facts
6 servings per container
Serving size 1 Stick (7g)

Amount per serving	
Calories	15
	% Daily Value
Total Fat 0g	0%
Sodium 80mg	3%
Total Carbohydrate 4g	1%
Protein 0g	
Potassium 700mg	15%
Vitamin A 900mcg	100%
Vitamin C 90mg	100%
Vitamin E 15mg	100%
Vitamin B ₁ 3.4mg	200%
Vitamin B ₂ 4.8mcg	200%
Pantothenic Acid 7mg	140%
Magnesium 124mg	30%
Chloride 128mg	6%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium and iron.

The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: CITRIC ACID, POTASSIUM CITRATE, MAGNESIUM CITRATE, INSTANTIZED BCAA POWDER, MALIC ACID, SALT, VITAMIN E ACETATE, NATURAL AND ARTIFICIAL FLAVORS, CONTAINS 2% OR LESS OF THE FOLLOWING: ASCORBIC ACID (VITAMIN C), SUCRALOSE, ACESULFAME POTASSIUM, SILICON DIOXIDE, RETINYL PALMITATE (VITAMIN A), D-CALCIUM PANTOTHENATE (VITAMIN B5), PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), CYANOCOBALAMIN (VITAMIN B12), DICALCIUM PHOSPHATE.



Product Description	SKU	Case UPC	Sell Unit UPC	Pack/Size	Unit Wt.	Case Wt.	Case Cube	TI X HI	Case LxWxH(in)	Unit LxWxH(in)	Pallets/Truck
PURE KICK Hydrate PRO Pineapple Coconut	32253	1 00 72392 32253 1	0 72392 32253 4	6/6ct	1.45 oz	1.68 LB	0.125 ft ³	42 x 8 = 336	6.375 x 6.75 x 5.00	3.00 x 1.50 x 6.06	52
PURE KICK Hydrate PRO Strawberry Ice Pop	32252	1 00 72392 32252 4	0 72392 32259 6	6/6ct	1.46 oz	1.69 LB	0.125 ft ³	42 x 8 = 336	6.375 x 6.75 x 5.00	3.00 x 1.50 x 6.06	52
PURE KICK Hydrate PRO Peach Mango	32254	1 00 72392 32254 8	0 72392 32254 1	6/6ct	1.43 oz	1.65 LB	0.125 ft ³	42 x 8 = 336	6.375 x 6.75 x 5.00	3.00 x 1.50 x 6.06	52

Shelf Life: 24 Months | Zero Sugar | Low Calorie



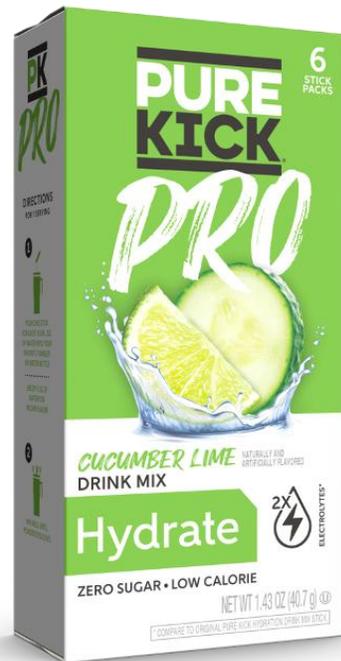
Pure Kick **PRO Wellness** Drink Mix



Pure Kick's #1 SKU – Strawberry Watermelon Hydrate – now offered in PRO

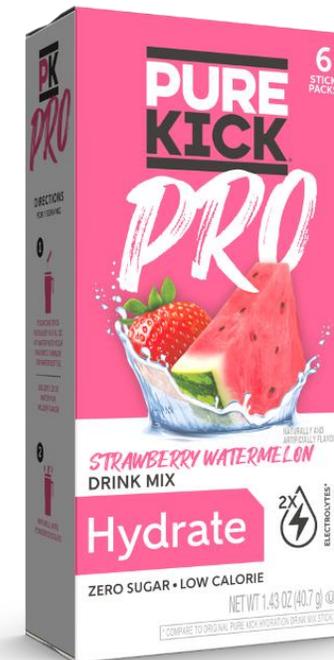
**NEW
2026**

Cucumber Lime



Strawberry Watermelon

**NEW
2026**





Pure Kick PRO Wellness Drink Mix



Cucumber Lime



Nutrition Facts

6 servings per container
Serving size 1 Stick (6g)

Amount per serving
Calories 15

% Daily Value

Total Fat 0g	0%
Sodium 80mg	3%
Total Carbohydrate 3g	1%
Protein 0g	
Potassium 700mg	15%
Vitamin A 900mcg	100%
Vitamin C 90mg	100%
Vitamin E 15mg	100%
Vitamin B ₅ 3.4mg	200%
Vitamin B ₁₂ 4.8mcg	200%
Pantothenic Acid 7mg	140%
Magnesium 124mg	30%
Chloride 126mg	6%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium and iron.

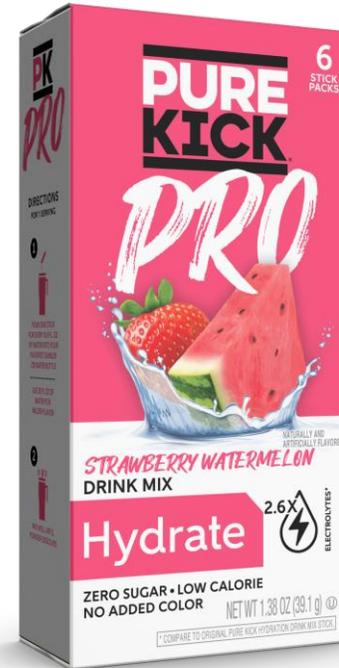
The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



INGREDIENTS: CITRIC ACID, POTASSIUM CITRATE, MAGNESIUM CITRATE, NATURAL AND ARTIFICIAL FLAVORS, SALT, VITAMIN E ACETATE, SUCRALOSE, CONTAINS 2% OR LESS OF THE FOLLOWING: ASCORBIC ACID (VITAMIN C), ACESULFAME POTASSIUM, SILICON DIOXIDE, RETINYL PALMITATE (VITAMIN A), D-CALCIUM PANTOTHENATE (VITAMIN B5), PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), CYANOCOBALAMIN (VITAMIN B12), L-LEUCINE, L-ISOLEUCINE, L-VALINE, SUNFLOWER LECITHIN, DICALCIUM PHOSPHATE.



Strawberry Watermelon



Nutrition Facts

6 servings per container
Serving size 1 Stick (7g)

Amount per serving
Calories 15

% Daily Value

Total Fat 0g	0%
Sodium 80mg	3%
Total Carbohydrate 3g	1%
Protein 0g	
Potassium 700mg	15%
Vitamin A 900mcg	100%
Vitamin C 90mg	100%
Vitamin E 15mg	100%
Vitamin B ₅ 3.4mg	200%
Vitamin B ₁₂ 4.8mcg	200%
Pantothenic Acid 7mg	140%
Magnesium 124mg	30%
Chloride 126mg	6%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium and iron.

The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



INGREDIENTS: CITRIC ACID, POTASSIUM CITRATE, MAGNESIUM CITRATE, MALIC ACID, SALT, VITAMIN E ACETATE, CONTAINS 2% OR LESS OF THE FOLLOWING: NATURAL AND ARTIFICIAL FLAVORS, ASCORBIC ACID (VITAMIN C), SUCRALOSE, ACESULFAME POTASSIUM, SILICON DIOXIDE, RETINYL PALMITATE (VITAMIN A), D-CALCIUM PANTOTHENATE (VITAMIN B5), PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), CYANOCOBALAMIN (VITAMIN B12), L-LEUCINE, L-ISOLEUCINE, L-VALINE, SUNFLOWER LECITHIN, DICALCIUM PHOSPHATE.



Product Description	SKU	Case UPC	Sell Unit UPC	Pack/Size	Unit Wt.	Case Wt.	Case Cube	TI X HI	Case LxWxH(in)	Unit LxWxH(in)	Pallets/Truck
PURE KICK PRO Hydrate Cucumber Lime	32250	1 00 72392 32250 0	0 72392 32250 3	6/6ct	1.37 oz	1.58 lbs	0.125 ft ³	42 x 8 = 336	6.375 x 6.75 x 5.00	3.00 x 1.50 x 6.06	52
PURE KICK PRO Hydrate Strawberry Ice Pop	32251	1 00 72392 32251 7	0 72392 32251 0	6/6ct	1.38 oz	1.59 lbs	0.125 ft ³	42 x 8 = 336	6.375 x 6.75 x 5.00	3.00 x 1.50 x 6.06	52

Shelf Life: 24 Months | Zero Sugar

STT: January 2026

PURE KICK

HYDRATION & ENERGY FOR THE REST OF US

Whether you're coming in from the top rope or just want to be at the top of your game in everyday life, make sure you have the precise blend of caffeine, vitamins and electrolytes you need. Pure Kick is packed with everything you need and none of the sugar.





Co-Branded Energy Drink Mix



Consumers have grown to trust Pure Kick as a Functional Drink Mix that Taste Great! This year we are pairing that with two Signature Jolly Rancher Flavors!



Green Apple



Blue Raspberry



JOLLY RANCHER

Green Apple



Nutrition Facts

6 servings per container
Serving size 1 Stick (3.5g)

Amount per serving
Calories 10

	% Daily Value*
Total Fat 0g	0%
Sodium 10mg	0%
Total Carbohydrate 2g	1%
Protein 0g	
Potassium 160mg	4%
Niacin 16mg	100%
Vitamin B ₆ 1.7mg	100%
Vitamin B ₁₂ 2.4mcg	100%
Biotin 30mcg	100%
Pantothenic Acid 5mg	100%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, and iron.

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: MALIC ACID, CITRIC ACID, NATURAL AND ARTIFICIAL FLAVORS, POTASSIUM CITRATE, ASPARTAME, MALTODEXTRIN* CONTAINS 2% OR LESS OF THE FOLLOWING: CAFFEINE, SODIUM CITRATE, ACESULFAME, POTASSIUM, MAGNESIUM OXIDE, DICALCIUM PHOSPHATE, NIACINAMIDE (VITAMIN B3), D-CALCIUM PANTOTHENATE (VITAMIN B5), BIOTIN (VITAMIN B7), PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), CYANOCOBALAMIN (VITAMIN B12), TAURINE, GUARANA SEED EXTRACT, GINSENG EXTRACT, BLUE 1, YELLOW 5, YELLOW 6. *ADDS A TRIVIAL AMOUNT OF SUGAR
 † PHENYLKETONURICS: CONTAINS PHENYLALANINE



0 72392 32215 2

10072392322159

Blue Raspberry

JOLLY RANCHER



Nutrition Facts

6 servings per container
Serving size 1 Stick (3.5g)

Amount per serving
Calories 10

	% Daily Value*
Total Fat 0g	0%
Sodium 10mg	0%
Total Carbohydrate 2g	1%
Protein 0g	
Potassium 160mg	4%
Niacin 16mg	100%
Vitamin B ₆ 1.7mg	100%
Vitamin B ₁₂ 2.4mcg	100%
Biotin 30mcg	100%
Pantothenic Acid 5mg	100%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, and iron.

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: CITRIC ACID, MALIC ACID, NATURAL AND ARTIFICIAL FLAVORS, POTASSIUM CITRATE, ASPARTAME, MALTODEXTRIN*, CONTAINS 2% OR LESS OF THE FOLLOWING: CAFFEINE, SODIUM CITRATE, ACESULFAME POTASSIUM, MAGNESIUM OXIDE, DICALCIUM PHOSPHATE, NIACINAMIDE (VITAMIN B3), D-CALCIUM PANTOTHENATE (VITAMIN B5), BIOTIN (VITAMIN B7), PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), CYANOCOBALAMIN (VITAMIN B12), TAURINE, GUARANA SEED EXTRACT, GINSENG EXTRACT, BLUE 1. *ADDS A TRIVIAL AMOUNT OF SUGAR
 † PHENYLKETONURICS: CONTAINS PHENYLALANINE



0 72392 32214 5

10072392322142

Product Description	SKU	Case UPC	Sell Unit UPC	Pack/Size	Case Wt.	Case Cube	TI X HI	Case LxWxH(in)	Unit LxWxH(in)	Pallets per Truck
PURE KICK Energy Blue Raspberry	32214	1 00 72392 32214 2	0 72392 32214 5	12/6ct	1.41 LB	0.14 ft ³	35 x 8 = 280	6.87 x 6.5 x 5.25	1 x 3 x 4.63	280
PURE KICK Energy Green Apple	32215	1 00 72392 32215 9	0 72392 32215 2	12/6ct	1.36 LB	0.14 ft ³	35 x 8 = 280	6.87 x 6.5 x 5.25	1 x 3 x 4.63	280



Co-Branded Electrolyte Drink Mix



Consumers have grown to trust Pure Kick as a Functional Drink Mix that Taste Great! This year we are pairing that with “NEW” Signature Sonic Flavor!



Limeade



Shelf Life: 24 Months | Zero Sugar



Co-Branded Electrolyte Drink Mix



Limeade



Nutrition Facts	
6 servings per container	
Serving size	1 Stick (3g)
Amount per serving	
Calories	5
	% Daily Value
Total Fat 0g	0%
Sodium 100mg	4%
Total Carbohydrate 2g	1%
Protein 0g	
Potassium 110mg	2%
Vitamin A 225mcg	25%
Vitamin C 22.5mg	25%
Vitamin E 3.8mg	25%
Magnesium 21mg	6%
Zinc 2.8mg	25%
Selenium 27.5mcg	50%
Manganese 1.15mg	50%
Chromium 17.5mcg	50%
Chloride 155mg	6%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, and iron.

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: CITRIC ACID, POTASSIUM CITRATE, SALT, NATURAL AND ARTIFICIAL FLAVORS, MALTODEXTRIN*, ASPARTAME†, CONTAINS 2% OR LESS OF THE FOLLOWING: ACESULFAME POTASSIUM, MAGNESIUM OXIDE, MONOCALCIUM PHOSPHATE, ASCORBIC ACID (VITAMIN C), ZINC GLUCONATE, MANGANESE GLUCONATE, DL-ALPHA-TOCOPHERYL ACETATE (VITAMIN E), VITAMIN A PALMITATE, SODIUM SELENATE, CHROMIUM PICOLINATE, YELLOW 5.

***ADDS A TRIVIAL AMOUNT OF SUGAR**

†PHENYLKETONURICS: CONTAINS PHENYLALANINE



Product Description	SKU	Case UPC	Sell Unit UPC	Pack/Size	Case Wt.	Case Cube	TI X HI	Case LxWxH(in)	Unit LxWxH(in)	Pallets/Truck
PURE KICK Hydration Sonic Limeade	32275	1 00 72392 32275 3	0 72392 32275 6	12/6ct	1.13 LB	0.14 ft ³	35 x 8 = 280	6.87 x 6.5 x 5.25	1 x 3 x 4.63	280

Shelf Life: 24 Months | Zero Sugar | Low Sodium



Energy Drink Mix



#1 Functional Drink Stick Brand in the Value Channel

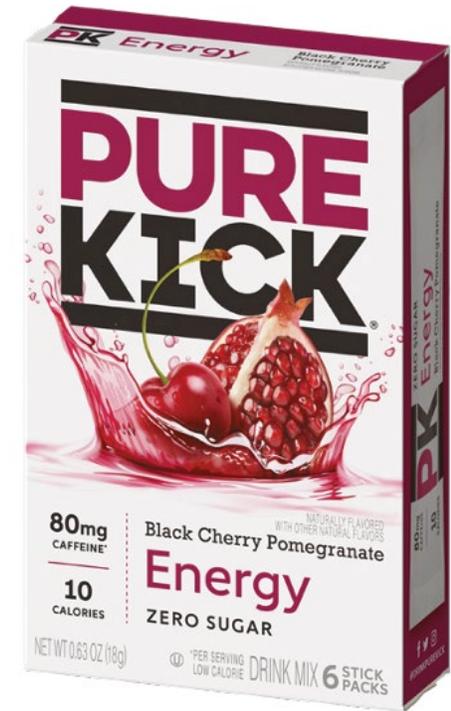
Blood Orange



Mango Acai



Black Cherry Pomegranate





Energy Drink Mix



Blood Orange



Nutrition Facts	
6 servings per container	
Serving size 1 Stick (3g)	
Amount per serving	
Calories	10
% Daily Value*	
Total Fat 0g	0%
Sodium 10mg	0%
Total Carbohydrate 2g	1%
Protein 0g	
Niacin 16mg	100%
Vitamin B ₆ 1.7mg	100%
Vitamin B ₁₂ 2.4mcg	100%
Biotin 30mcg	100%
Pantothenic Acid 5mg	100%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, iron and potassium.

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: CITRIC ACID, NATURAL FLAVORS, MALTODEXTRIN*, ASPARTAME†, CAFFEINE, CONTAINS 2% OR LESS OF THE FOLLOWING: ACESULFAME POTASSIUM, SODIUM CITRATE, MAGNESIUM OXIDE, NIACINAMIDE (VITAMIN B3), D-CALCIUM PANTOTHENATE (VITAMIN B5), BIOTIN (VITAMIN B7), CYANOCOBALAMIN (VITAMIN B12), PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), TAURINE, GUARANA SEED EXTRACT, GINSENG EXTRACT, RED 40, YELLOW 6, BLUE 1.
 *ADDS A TRIVIAL AMOUNT OF SUGAR
 †PHENYLKETONURICS: CONTAINS PHENYLALANINE



Mango Acai



Nutrition Facts	
6 servings per container	
Serving size 1 Stick (3g)	
Amount per serving	
Calories	10
% Daily Value*	
Total Fat 0g	0%
Sodium 10mg	0%
Total Carbohydrate 3g	1%
Protein 0g	
Niacin 16mg	100%
Vitamin B ₆ 1.7mg	100%
Vitamin B ₁₂ 2.4mcg	100%
Biotin 30mcg	100%
Pantothenic Acid 5mg	100%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, iron and potassium.

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: CITRIC ACID, MALTODEXTRIN*, NATURAL FLAVORS, ASPARTAME†, CAFFEINE, CONTAINS 2% OR LESS OF THE FOLLOWING: ACESULFAME POTASSIUM, SODIUM CITRATE, MAGNESIUM OXIDE, NIACINAMIDE (VITAMIN B3), D-CALCIUM PANTOTHENATE (VITAMIN B5), BIOTIN (VITAMIN B7), CYANOCOBALAMIN (VITAMIN B12), PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), TAURINE, GUARANA SEED EXTRACT, GINSENG EXTRACT, RED 40, BLUE 1.
 *ADDS A TRIVIAL AMOUNT OF SUGAR
 †PHENYLKETONURICS: CONTAINS PHENYLALANINE



Black Cherry Pomegranate



Nutrition Facts	
6 servings per container	
Serving size 1 Stick (3g)	
Amount per serving	
Calories	10
% Daily Value*	
Total Fat 0g	0%
Sodium 10mg	0%
Total Carbohydrate 2g	1%
Protein 0g	
Niacin 16mg	100%
Vitamin B ₆ 1.7mg	100%
Vitamin B ₁₂ 2.4mcg	100%
Biotin 30mcg	100%
Pantothenic Acid 5mg	100%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, iron and potassium.

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: CITRIC ACID, NATURAL FLAVORS, MALTODEXTRIN*, ASPARTAME†, CAFFEINE, CONTAINS 2% OR LESS OF THE FOLLOWING: ACESULFAME POTASSIUM, SODIUM CITRATE, MAGNESIUM OXIDE, NIACINAMIDE (VITAMIN B3), D-CALCIUM PANTOTHENATE (VITAMIN B5), BIOTIN (VITAMIN B7), CYANOCOBALAMIN (VITAMIN B12), PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), TAURINE, GUARANA SEED EXTRACT, GINSENG EXTRACT, RED 40, BLUE 1.
 *ADDS A TRIVIAL AMOUNT OF SUGAR
 †PHENYLKETONURICS: CONTAINS PHENYLALANINE



Product Description	SKU	Case UPC	Sell Unit UPC	Pack/Size	Case Wt.	Case Cube	TI X HI	Case LxWxH(in)	Unit LxWxH(in)	Pallets Per Truck
PURE KICK Energy Blood Orange	32211	1 00 72392 32211 1	0 72392 32211 4	12/6ct	1.12 LB	0.14 ft ³	35 x 8 = 280	6.87 x 6.5 x 5.25	1 x 3 x 4.63	280
PURE KICK Energy Mango Acai	32212	1 00 72392 32212 8	0 72392 32212 1	12/6ct	1.15 LB	0.14 ft ³	35 x 8 = 280	6.87 x 6.5 x 5.25	1 x 3 x 4.63	280
PURE KICK Energy Black Cherry Pomegranate	32213	1 00 72392 32213 5	0 72392 32213 8	12/6ct	1.12 LB	0.14 ft ³	35 x 8 = 280	6.87 x 6.5 x 5.25	1 x 3 x 4.63	280

Shelf Life: 24 Months | Zero Sugar



Pure Hydrate Electrolyte Drink Mix



#1 Functional Drink Stick Brand in the Value Channel

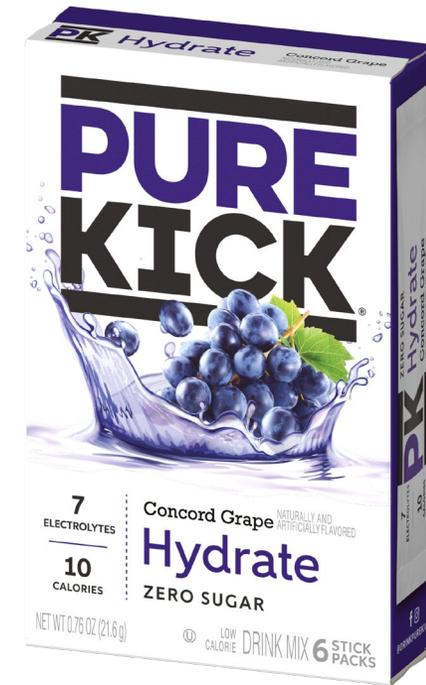
Citrus



Strawberry Watermelon



Concord Grape





Pure Hydrate Electrolyte Drink Mix



Citrus



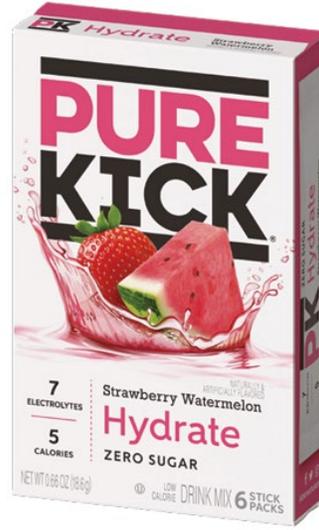
Nutrition Facts	
6 servings per container	
Serving size	1 Stick (3g)
Amount per serving	
Calories	5
	% Daily Value*
Total Fat 0g	0%
Sodium 100mg	4%
Total Carbohydrate 2g	1%
Protein 0g	
Potassium 110mg	2%
Vitamin A 225mcg	25%
Vitamin C 22.5mg	25%
Vitamin E 3.8mg	25%
Magnesium 21mg	6%
Zinc 2.8mg	25%
Selenium 27.5mcg	50%
Manganese 1.15mg	50%
Chromium 17.5mcg	50%
Chloride 155mg	6%

INGREDIENTS: CITRIC ACID, MALTODEXTRIN*, POTASSIUM CITRATE, SALT, ASPARTAME†, NATURAL FLAVORS, CONTAINS 2% OR LESS OF THE FOLLOWING: MAGNESIUM OXIDE, MONOCALCIUM PHOSPHATE, ZINC GLUCONATE, ACESULFAME POTASSIUM, ASCORBIC ACID (VITAMIN C), MANGANESE GLUCONATE, DL-ALPHA -TOCOPHERYL ACETATE (VITAMIN E), VITAMIN A PALMITATE, SODIUM SELENATE, CHROMIUM PICOLINATE, YELLOW 5.

*ADDS A TRIVIAL AMOUNT OF SUGAR
†PHENYLKETONURICS: CONTAINS PHENYLALANINE



Strawberry Watermelon



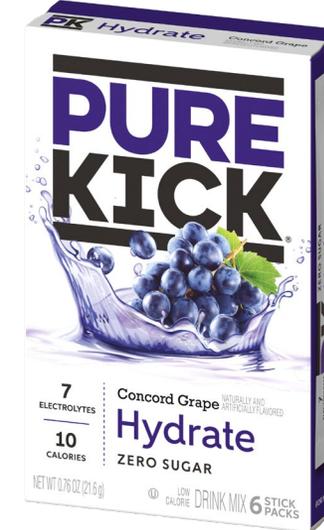
Nutrition Facts	
6 servings per container	
Serving size	1 Stick (3g)
Amount per serving	
Calories	5
	% Daily Value*
Total Fat 0g	0%
Sodium 100mg	4%
Total Carbohydrate 2g	1%
Protein 0g	
Potassium 110mg	2%
Vitamin A 225mcg	25%
Vitamin C 22.5mg	25%
Vitamin E 3.8mg	25%
Magnesium 21mg	6%
Zinc 2.8mg	25%
Selenium 27.5mcg	50%
Manganese 1.15mg	50%
Chromium 17.5mcg	50%
Chloride 155mg	6%

INGREDIENTS: CITRIC ACID, MALTODEXTRIN*, MALIC ACID, POTASSIUM CITRATE, SALT, ASPARTAME†, CONTAINS 2% OR LESS OF THE FOLLOWING: NATURAL FLAVORS, MAGNESIUM OXIDE, MONOCALCIUM PHOSPHATE, ZINC GLUCONATE, ACESULFAME POTASSIUM, ASCORBIC ACID (VITAMIN C), MANGANESE GLUCONATE, DL-ALPHA -TOCOPHERYL ACETATE (VITAMIN E), VITAMIN A PALMITATE, SODIUM SELENATE, CHROMIUM PICOLINATE, RED 40, BLUE 1.

*ADDS A TRIVIAL AMOUNT OF SUGAR
†PHENYLKETONURICS: CONTAINS PHENYLALANINE



Concord Grape



Nutrition Facts	
6 servings per container	
Serving size	1 Stick (3.5g)
Amount per serving	
Calories	10
	% Daily Value*
Total Fat 0g	0%
Sodium 100mg	4%
Total Carbohydrate 2g	1%
Protein 0g	
Potassium 110mg	2%
Vitamin A 225mcg	25%
Vitamin C 22.5mg	25%
Vitamin E 3.8mg	25%
Magnesium 21mg	6%
Zinc 2.8mg	25%
Selenium 27.5mcg	50%
Manganese 1.15mg	50%
Chromium 17.5mcg	50%
Chloride 155mg	6%

INGREDIENTS: CITRIC ACID, MALTODEXTRIN*, POTASSIUM CITRATE, NATURAL FLAVORS, SALT, ASPARTAME†, TARTARIC ACID, BEET POWDER, CONTAINS 2% OR LESS OF THE FOLLOWING: ZINC GLUCONATE, VITAMIN A PALMITATE, MANGANESE GLUCONATE, SODIUM SELENATE, CHROMIUM PICOLINATE, VITAMIN E ACETATE, MAGNESIUM OXIDE, MONOCALCIUM PHOSPHATE, ASCORBIC ACID (VITAMIN C), ACESULFAME POTASSIUM, RED 40, BLUE 1.

*ADDS A TRIVIAL AMOUNT OF SUGAR
†PHENYLKETONURICS: CONTAINS PHENYLALANINE



Product Description	SKU	Case UPC	Sell Unit UPC	Pack/Size	Case Wt.	Case Cube	TI X HI	Case LxWxH(in)	Unit LxWxH(in)	Pallets Per Truck
PURE KICK Hydrate Citrus	32272	1 00 723923 2272 2	0 72392 32272 5	12/6ct	1.08 LB	0.14 ft ³	35 x 8 = 280	6.87 x 6.5 x 5.25	1 x 3 x 4.63	280
PURE KICK Hydrate Strawberry Watermelon	32273	1 00 72392 32273 9	0 72392 32273 2	12/6ct	1.13 LB	0.14 ft ³	35 x 8 = 280	6.87 x 6.5 x 5.25	1 x 3 x 4.63	280
PURE KICK Hydrate Concord Grape	32274	1 00 72392 32274 6	0 72392 32274 9	12/6ct	1.36 LB	0.14 ft ³	35 x 8 = 280	6.87 x 6.5 x 5.25	1 x 3 x 4.63	280

Shelf Life: 24 Months | Zero Sugar

STT - May 2024



Pitcher Packs Electrolyte Drink Mix

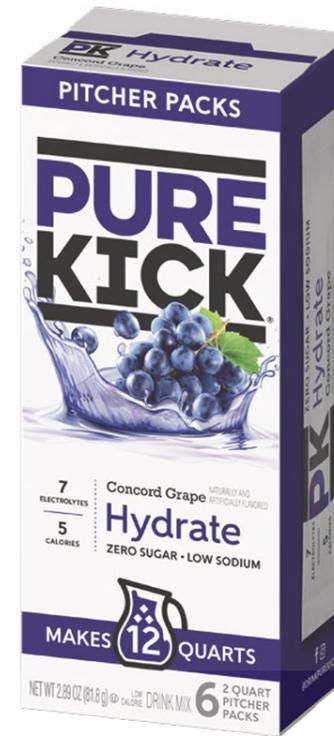


#1 Functional Drink Stick Brand in the Value Channel

Strawberry Watermelon



Concord Grape





Pitcher Packs Electrolyte Drink Mix



Strawberry Watermelon



Nutrition Facts
 32 servings
 Serv.size 1/5packet (2g)
 Amount per serving
Calories 5

Total Fat	0g	% DV*	0%
Sodium	70mg		3%
Total Carb.	1g		0%
Total Sugars 0g			
Incl. 0g Added Sugars 0%			
Protein	0g		
Vit. A	160mcg		20%
Vitamin C	16mg		20%
Vit. E	2.7mg		20%
Magnesium	15mg		4%
Zinc	2mg		20%
Selenium	19.5mcg		35%
Manganese	0.82mg		35%
Chromium	12.4mcg		35%
Chloride	110mg		4%

Not a significant source of sat. fat, trans fat, choles., fiber, vit. D, calcium, iron and potas.
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet.

INGREDIENTS: CITRIC ACID, MALTODEXTRIN*, MALIC ACID, POTASSIUM CITRATE, SALT, ASPARTAME†, CONTAINS 2% OR LESS OF THE FOLLOWING: NATURAL FLAVORS, MAGNESIUM OXIDE, MONOCALCIUM PHOSPHATE, ZINC GLUCONATE, ACESULFAME POTASSIUM, ASCORBIC ACID (VITAMIN C), MANGANESE GLUCONATE, DL-ALPHA-TOCOPHERYL ACETATE (VITAMIN E), VITAMIN A PALMITATE, SODIUM SELENATE, CHROMIUM PICOLINATE, RED 40, BLUE 1.

***ADDS A TRIVIAL AMOUNT OF SUGAR**
† PHENYLKETONURICS: CONTAINS PHENYLALANINE



Concord Grape



Nutrition Facts
 32 servings
 Serv.size 1/5packet (2.5g)
 Amount per serving
Calories 5

Total Fat	0g	% DV*	0%
Sodium	70mg		3%
Total Carb.	2g		1%
Total Sugars 0g			
Incl. 0g Added Sugars 0%			
Protein	0g		
Vit. A	160mcg		20%
Vitamin C	16mg		20%
Vit. E	2.7mg		20%
Magnesium	15mg		4%
Zinc	2mg		20%
Selenium	19.5mcg		35%
Manganese	0.82mg		35%
Chromium	12.4mcg		35%
Chloride	110mg		4%

Not a significant source of sat. fat, trans fat, choles., fiber, vit. D, calcium, iron and potas.
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet.

INGREDIENTS: CITRIC ACID, MALTODEXTRIN*, POTASSIUM CITRATE, NATURAL FLAVORS, SALT, ASPARTAME†, TARTARIC ACID, BEET POWDER, CONTAINS 2% OR LESS OF THE FOLLOWING: ZINC GLUCONATE, VITAMIN A PALMITATE, MANGANESE GLUCONATE, SODIUM SELENATE, CHROMIUM PICOLINATE, VITAMIN E ACETATE, MAGNESIUM OXIDE, MONOCALCIUM PHOSPHATE, ASCORBIC ACID (VITAMIN C), ACESULFAME POTASSIUM, RED 40, BLUE 1.

***ADDS A TRIVIAL AMOUNT OF SUGAR**
† PHENYLKETONURICS: CONTAINS PHENYLALANINE



Product Description	SKU	GTIN Case UPC	Sell Unit UPC	Pack/Size	Case Wt.	Case Cube	TI X HI	Case LxWxH(in)	Unit LxWxH(in)	Pallets/Truck
PURE KICK Pitcher Packs Strawberry Watermelon	32263	1 00 72392 32263 0	0 72392 32263 3	6/6ct	1.35 LB	0.16 ft ³	39 x 8 = 312	6.87 x 6.62 x 6	2.06 x 2.56 x 6.03	56
PURE KICK Pitcher Packs Concord Grape	32264	1 00 72392 32264 7	0 72392 32264 0	6/6ct	1.57 LB	0.16 ft ³	39 x 8 = 312	6.87 x 6.62 x 6	2.06 x 2.56 x 6.03	56

Shelf Life: 24 Months | Zero Sugar

STT - May 2024



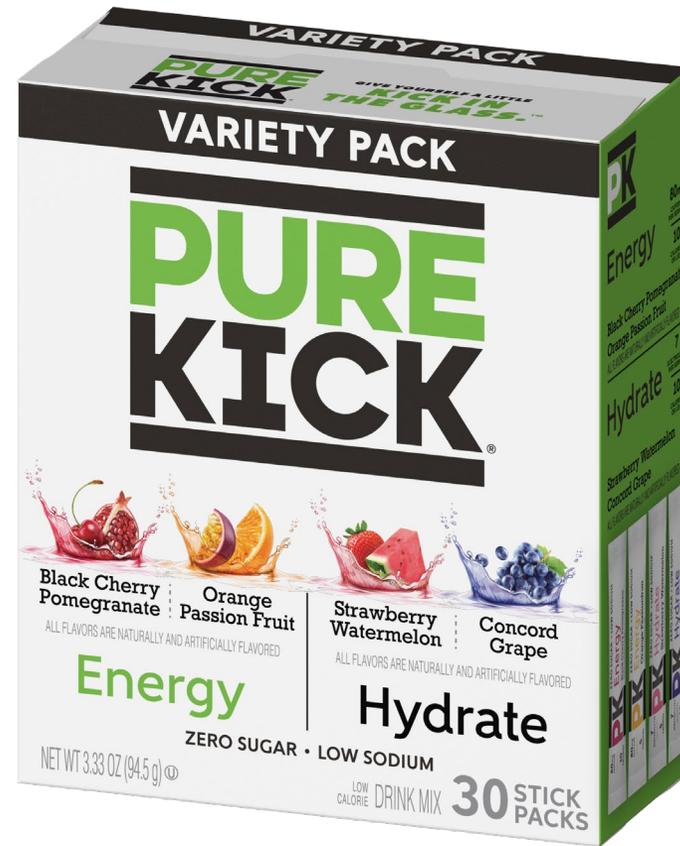
Drink Mix Variety Packs



#1 Functional Drink Stick Brand in the Value Channel

Energy & Hydrate

Black Cherry Pomegranate | Orange Passionfruit | Strawberry Watermelon | Concord Grape





Drink Mix Variety Packs



Energy & Hydrate

Black Cherry Pomegranate | Orange Passionfruit | Strawberry Watermelon | Concord Grape



INGREDIENTS:
ENERGY BLACK CHERRY POMEGRANATE: CITRIC ACID, NATURAL FLAVORS, MALTODEXTRIN*, ASPARTAME†, CAFFEINE, CONTAINS 2% OR LESS OF THE FOLLOWING: ACESULFAME POTASSIUM, SODIUM CITRATE, MAGNESIUM OXIDE, NIACINAMIDE (VITAMIN B3), D-CALCIUM PANTOTHENATE (VITAMIN B5), BIOTIN (VITAMIN B7), CYANOCOBALAMIN (VITAMIN B12), PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), TAURINE, GUARANA SEED EXTRACT, GINSENG EXTRACT, RED 40, BLUE 1.
ENERGY ORANGE PASSIONFRUIT: CITRIC ACID, MALTODEXTRIN*, POTASSIUM CITRATE, NATURAL AND ARTIFICIAL FLAVORS, ASPARTAME†, MALIC ACID, CAFFEINE, CONTAINS 2% OR LESS OF THE FOLLOWING: SODIUM CITRATE, ACESULFAME POTASSIUM, MAGNESIUM OXIDE, DICALCIUM PHOSPHATE, NIACINAMIDE (VITAMIN B3), D-CALCIUM PANTOTHENATE (VITAMIN B5), BIOTIN (VITAMIN B7), PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), CYANOCOBALAMIN (VITAMIN B12), TAURINE, GUARANA SEED EXTRACT, GINSENG EXTRACT, YELLOW 6, BLUE 1.
HYDRATION STRAWBERRY WATERMELON: CITRIC ACID, MALTODEXTRIN*, MALIC ACID, POTASSIUM CITRATE, SALT, ASPARTAME†, CONTAINS 2% OR LESS OF THE FOLLOWING: NATURAL FLAVORS, MAGNESIUM OXIDE, MONOCALCIUM PHOSPHATE, ZINC GLUCONATE, ACESULFAME POTASSIUM, ASCORBIC ACID (VITAMIN C), MANGANESE GLUCONATE, DL ALPHA-TOCOPHERYL ACETATE (VITAMIN E), VITAMIN A PALMITATE, SODIUM SELENATE, CHROMIUM PICOLINATE, RED 40, BLUE 1.
HYDRATION CONCORD GRAPE: CITRIC ACID, MALTODEXTRIN*, POTASSIUM CITRATE, NATURAL FLAVORS, SALT, ASPARTAME†, TARTARIC ACID, BEET POWDER, CONTAINS 2% OR LESS OF THE FOLLOWING: ZINC GLUCONATE, VITAMIN A PALMITATE, MANGANESE GLUCONATE, SODIUM SELENATE, CHROMIUM PICOLINATE, VITAMINE ACETATE, MAGNESIUM OXIDE, MONOCALCIUM PHOSPHATE, ASCORBIC ACID (VITAMIN C), ACESULFAME POTASSIUM, RED 40, BLUE 1.
 *ADDS A TRIVIAL AMOUNT OF SUGAR
 † PHENYLKETONURICS: CONTAINS PHENYLALANINE

Nutrition Facts	Black Cherry Pomegranate		Orange Passionfruit		Strawberry Watermelon		Concord Grape		
	1 Stick (3g)		(3g)		(3g)		(3.5g)		
Total of 30 servings									
Serv. size	1 Stick								
Amount per serving									
Calories	10		5		5		10		
Total Fat	0g	0%	0g	0%	0g	0%	0g	0%	
Sodium	10mg	0%	10mg	0%	100mg	4%	100mg	4%	
Total Carb.	2g	1%	2g	1%	2g	1%	2g	1%	
Total Sugars	0g	0%	0g	0%	0g	0%	0g	0%	
Incl. Added Sugars	0g	0%	0g	0%	0g	0%	0g	0%	
Protein	0g	0%	0g	0%	0g	0%	0g	0%	
Not a significant source of salt, fat, trans fat, cholesterol, fiber, vit. D, calcium and iron.	Potas.	36mg	0%	126mg	2%	110mg	2%	110mg	2%
	Vit. A	0mcg	0%	225mcg	25%	225mcg	25%	225mcg	25%
	Vit. C	0mg	0%	0mg	0%	22.5mg	25%	22.5mg	25%
	Vit. E	0mg	0%	0mg	0%	3.8mg	25%	3.8mg	25%
	Niacin	16mg	100%	16mg	100%	0mg	0%	0mg	0%
	Vit. B ₁	1.7mg	100%	1.7mg	100%	0mg	0%	0mg	0%
	Vit. B ₂	2.4mcg	100%	2.4mcg	100%	0mcg	0%	0mcg	0%
	Biotin	30mcg	100%	30mcg	100%	0mcg	0%	0mcg	0%
	Pantothenic Acid	5mg	100%	5mg	100%	0mg	0%	0mg	0%
	Magnesium	0mg	0%	0mg	0%	21mg	6%	21mg	6%
	Zinc	0mg	0%	0mg	0%	2.8mg	25%	2.8mg	25%
	Selenium	0mcg	0%	0mcg	0%	27.5mcg	50%	27.5mcg	50%
	Manganese	0mg	0%	0mg	0%	1.15mg	50%	1.15mg	50%
	Chromium	0mcg	0%	0mcg	0%	17.5mcg	50%	17.5mcg	50%
	Chloride	0mg	0%	0mg	0%	155mg	6%	155mg	6%



Product Description	SKU	Case UPC	Sell Unit UPC	Pack/Size	Case Wt.	Case Cube	TI X HI	Case LxWxH(in)	Unit LxWxH(in)	Pallets/Truck
PURE KICK Energy & Hydrate Variety Pack	32207	1 00 72392 32207 4	0 72392 32207 7	6/30ct	2.3 LB	0.21 ft ³	28 x 8 = 244	9.56 x 6.44 x 5.81	2 x 4.5 x 5.12	56

Shelf Life: 24 Months | Zero Sugar

STT - May 2024