Initially developed to aid performance and recovery in elite athletes, the principles of sports nutrition have gained favor among a much broader audience.1

PLAYING TO STRENGTHS

SHAKES
Most often, a meal replacement
- Powder or RTE
- Protein-rich
- Essential nutrients

BARS
2x likely to snack
- Portable
- Protein-rich
- Flavor variety

PERFORMANCE STATS

- Powered by protein
- Hold the sugar
- Setting the pace
- On the leaderboard

- 80% of sports nutrition is protein-based
- Over ½ of users look for low sugar content
- 8.3% projected CAGR through 2021
- 58% of global sports nutrition sales are in U.S.

For the long run

Learn more about Cargill innovation in sweetness and texture for sports nutrition, including: Tapioca Syrup, Stevia, Erythritol, Chicory Root Fiber, Pea Protein, Custom Texturizing Systems, Hydrocolloids, Lecithin and Starch.

Contact us at 1-877-SOLUTNS (765-8867) or www.cargill.com

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