

## THE PROTEIN DRINK THAT FINALLY SAYS THE QUIET PART: **NO CHALK.**

Clean-label ready-to-drink protein for the people who quit the category because it tasted like chalk. 20g protein, under 140 calories, no sucralose. Three flavors made from real ingredients, not flavor systems.

### WHY THIS CLEARS SHELF SPACE

#### FOUR REASONS BUYERS COME BACK TO THE SET

**01**

**It owns a word the whole category is afraid of.**

Every RTD protein has a texture problem and none will name it. VELA leads with **no chalk**, the reason lapsed protein drinkers come back. VELA doesn't split your shopper. It brings back the one who left.

**03**

**Clean label without the compromise shoppers expect.**

No sucralose. Stevia-sweetened. Pea + rice protein. **Under 140 calories** per can. The clean-label shopper and the taste-first shopper reach for the same can.

**02**

**The taste story is specific, so it's credible.**

Real vanilla bean and oat cream. Real coffee concentrate, not flavoring. Real yuzu. Named ingredients doing real work, not a flavor system dressed up as one.

**04**

**It fills a real gap, not a me-too slot.**

The set is crowded with drinks that taste the same and market the same. VELA is differentiated on the one axis shoppers judge on: **texture and taste**. And it's the only one saying so out loud.

### THE LINEUP AT A GLANCE

| FLAVOR                                                                                                 | REAL INGREDIENT                | PROTEIN    | CAFFEINE    | CALORIES         |
|--------------------------------------------------------------------------------------------------------|--------------------------------|------------|-------------|------------------|
|  <b>Vanilla Oat</b> | vanilla bean + oat cream       | <b>20g</b> | —           | <b>under 140</b> |
|  <b>Cold Brew</b>   | real coffee concentrate        | <b>20g</b> | <b>80mg</b> | <b>under 140</b> |
|  <b>Yuzu Citrus</b> | real yuzu (sparkling-adjacent) | <b>20g</b> | —           | <b>under 140</b> |

ALL THREE: NO SUCRALOSE · STEVIA-SWEETENED · PEA + RICE PROTEIN · CLEAN LABEL

### THE CLOSING ARGUMENT

**Your shelf already has protein. What it doesn't have is the can that wins back the shopper who gave up on protein. That shopper isn't gone. They're waiting for one that doesn't taste like an apology. That's VELA.**

**Ready to bring the shopper back to the set.** Three flavors, one system, one point of view the category doesn't have.



**VANILLA OAT**

BROADEST TRIAL · LEAD SKU



**COLD BREW**

TWO OCCASIONS · ONE CAN

### CLEAN LABEL

**<140** cal  
PER 12OZ CAN

- 20g protein · every flavor
- No sucralose
- Stevia-sweetened
- Pea + rice protein blend

**NO CHALK.**

### THE ASK · COMMERCIAL TERMS

Case pack, MSRP, margin & velocity

*To be confirmed with distribution.  
Shared in the buyer conversation.*

**FIND VELA**