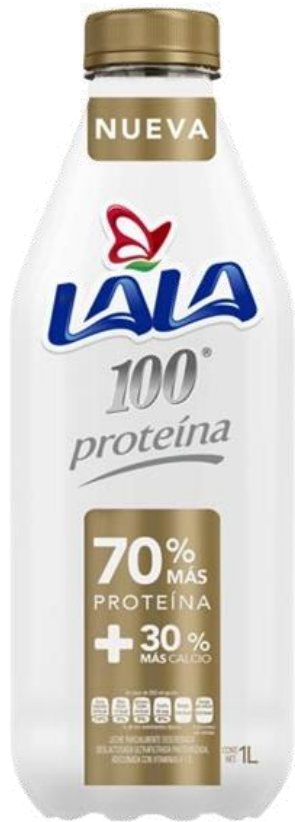


PROTEIN DRINK INNOVATION TRENDS



Ingredient innovation



Premium positioning



Added functionality



Plant-based protein



Low-fat / low-calorie