

KRYSE TM
FUEL ENERGY

#DRINKRYSE www.drinkryse.com @drinkryse

Leveraging Brand Awareness - Explosive Growth

\$200M Company

Growth 65% YOY



Bazooka

Country
Time

GODZILLA

Jet-Puffed

KoolAid



RingPop

SKIPPY

SOUR
PUNCH

SUNNYD

JELLO

RYSE Retailers



Chain D* – Energy scans May – Aug 2025

	2025-05-10	2025-05-17	2025-05-24	2025-05-31	2025-06-07	2025-06-14	2025-06-21	2025-06-28	2025-07-05	2025-07-12	2025-07-19	2025-07-26	2025-08-02	2025-08-09		
Group	Total Dollars	Total Dollars	Total Dollars	Total Dollars	Total Dollars	Total Dollars	Total Dollars	Total Dollars	Total Dollars	Total Dollars	Total Dollars	Total Dollars	Total Dollars	Total Dollars	Total Dollars	
Totals	\$855,542.66	\$910,427.19	\$824,973.48	\$797,185.55	\$926,658.89	\$907,620.99	\$923,672.95	\$974,120.40	\$922,586.17	\$941,052.88	\$939,861.10	\$946,593.65	\$932,729.03	\$113,068.95		
-> C4	\$24,615.14	\$25,060.95	\$23,680.08	\$22,562.29	\$22,824.31	\$22,227.64	\$21,886.82	\$21,438.55	\$22,038.43	\$22,481.73	\$22,305.50	\$21,908.97	\$23,174.12	\$2,438.16	\$298,642.69	1
-> CELSIUS	\$17,694.02	\$18,434.20	\$17,872.49	\$17,159.36	\$18,762.32	\$19,072.58	\$18,763.96	\$18,393.54	\$18,652.21	\$19,059.44	\$20,189.70	\$19,294.31	\$19,152.77	\$2,349.04	\$244,849.94	2
-> ALANI	\$13,312.38	\$13,685.71	\$14,124.13	\$13,393.09	\$14,776.02	\$14,380.41	\$14,729.64	\$14,498.71	\$15,320.49	\$15,250.98	\$15,134.97	\$14,826.71	\$15,086.39	\$2,025.28	\$190,544.91	3
-> GHOST	\$13,855.43	\$14,109.32	\$13,801.70	\$12,977.19	\$14,204.27	\$14,104.76	\$14,010.53	\$12,549.77	\$12,033.85	\$13,552.96	\$14,320.40	\$13,926.43	\$14,143.44	\$1,660.62	\$179,250.67	4
-> NOS	\$6,739.02	\$7,106.52	\$7,165.56	\$6,321.79	\$7,133.59	\$7,202.72	\$6,832.80	\$6,285.99	\$6,096.97	\$6,361.31	\$6,640.80	\$6,625.87	\$7,026.69	\$764.71	\$88,304.34	5
-> RYSE	\$4,809.63	\$5,960.60	\$6,825.09	\$6,372.80	\$5,221.15	\$7,005.38	\$7,304.34	\$7,221.59	\$7,422.91	\$7,618.26	\$7,118.78	\$7,074.69	\$7,332.93	\$873.94	\$88,162.09	6
-> C4 ULTIMATE	\$5,256.10	\$6,043.69	\$5,620.87	\$5,708.89	\$5,670.37	\$5,679.15	\$5,714.73	\$5,137.10	\$4,974.09	\$5,184.86	\$5,474.49	\$5,101.79	\$4,900.84	\$627.21	\$71,094.18	7
-> ROCKSTAR	\$5,507.30	\$5,736.40	\$5,290.09	\$4,855.25	\$5,478.18	\$5,483.13	\$5,433.28	\$5,132.55	\$5,031.27	\$5,553.18	\$5,436.10	\$5,565.77	\$5,447.83	\$765.96	\$70,716.29	8
-> REIGN	\$4,624.46	\$4,698.03	\$4,429.98	\$4,263.92	\$5,110.45	\$4,953.22	\$5,028.61	\$4,566.06	\$4,227.60	\$4,337.23	\$4,789.89	\$4,710.80	\$4,706.47	\$505.19	\$60,951.91	9
-> BUCKED UP	\$4,218.10	\$4,569.63	\$4,929.00	\$4,471.72	\$4,835.10	\$4,564.39	\$4,457.03	\$4,252.10	\$4,300.05	\$4,402.25	\$4,366.27	\$4,375.24	\$4,472.51	\$500.13	\$58,713.52	10
-> BANG	\$3,955.86	\$4,179.13	\$3,975.70	\$3,637.79	\$4,078.61	\$4,116.90	\$3,647.92	\$3,727.53	\$3,520.47	\$3,405.32	\$3,598.91	\$3,545.47	\$3,473.62	\$380.69	\$49,243.92	11
-> FULL THROTTLE	\$1,627.45	\$1,591.69	\$1,746.49	\$1,505.89	\$1,665.52	\$1,562.38	\$1,563.77	\$1,516.55	\$1,440.79	\$1,625.70	\$1,631.06	\$1,642.22	\$1,654.12	\$193.05	\$20,966.68	12
-> REIGN STORM	\$570.96	\$544.86	\$522.36	\$589.50	\$553.41	\$570.24	\$562.68	\$600.39	\$548.10	\$658.26	\$509.22	\$686.16	\$483.12	\$76.14	\$7,475.40	13
-> REDCON1	\$1,240.91	\$905.96	\$676.28	\$663.52	\$663.52	\$421.08	\$363.66	\$408.32	\$370.04	\$207.09	\$263.94	\$254.40	\$163.77	\$3.18	\$6,605.67	14



- RYSE was tied for 5th in non-core Energy (minus Red Bull and Monster) during the peak summer months
- RYSE outperformed **legacy** brands RockStar and Full Throttle
- RYSE strongly outperformed **emerging** brands Bucked Up & REDCON

*Chain D sample size ~ 120 stores

RYSE Energy @ Top's Grocery

YTD Through 11-2-25



Brand	Description	Dollars	Dollars, Yago	Dollars % Chg, Yago
	ENERGY DRINKS	\$ 10,574,417	\$ 9,337,539	13.2
RED BULL	RED BULL	\$ 3,520,472	\$ 3,126,805	12.6
MONSTER ENERGY	MONSTER ENERGY	\$ 2,294,908	\$ 2,063,613	11.2
CELSIUS	CELSIUS	\$ 1,762,714	\$ 1,608,069	9.6
ROCKSTAR	ROCKSTAR	\$ 636,477	\$ 612,781	3.9
GHOST	GHOST	\$ 557,017	\$ 390,974	42.5
ALANI NU	ALANI NU	\$ 493,191	\$ 220,584	123.6
CELLUCOR	CELLUCOR	\$ 314,524	\$ 315,483	-0.3
RYSE	RYSE	\$ 207,713	\$ 174,350	19.1
BUCKED UP	BUCKED UP	\$ 154,478		
AMP	AMP	\$ 149,920	\$ 149,169	0.5
ZOA	ZOA	\$ 84,723	\$ 82,073	3.2
REIGN TOTAL BODY FUEL	REIGN TOTAL BODY FUEL	\$ 67,657	\$ 73,633	-8.1

- #8 brand in energy category across Top's YTD
- #3 brand in Dollar Growth Chg vs YA
 - #1 SKU- RYSE Cotton Candy
 - #2 SKU- RYSE Sunny D
 - #3 SKU- RYSE Kool Aid Tropical

RYSE Social Media Engagement

 **TikTok** Shop

#1 BRAND PROTEIN & ENERGY DRINK

400K+ UNITS SOLD

285K+ UNITS SOLD

PROTEIN SOLD ON
amazon



60% GEN-Z (18-24YO):
Bringing new consumer to stores



30% MILLENIAL (25-34YO):
Flavors resonate with age group



431K
Followers



295K
Followers



10M
Subscribers

RYSE

#RYSEABOVE www.rysesupps.com @ryse

RYSE 2026 SKU Offerings



Discontinued: Sour Punch® Sour Green Apple (850041914763)



What's Inside?

Natural Caffeine

Fuel Your Greatness with 200mg of naturally derived caffeine for a clean and smooth boost!

Improved Focus

Experience improved focus and attention with each RYSE Fuel Energy thanks to the addition of clinically dosed Cognizin®

Zero Sugar

Experience delicious flavors offered by RYSE Fuel Energy completely guilt-free without the inclusion of sugar!



Cognitive Health

Cognizin® is clinically proven to support overall brain and cognitive health.

Feel-Better Fuel

RYSE Fuel Energy uses a combination of powerful nootropics including N-Acetyl-L-Tyrosine, Cognizin®, and Huperzine-A to help elevate mood and alertness.

Smooth Energy

In conjunction with natural caffeine, RYSE Fuel Energy contains L-Theanine to help reduce jitters and prevent crashes.



RYSE Fuel Energy (16oz) - NEW Formula

*NUTRITION FACTS WILL VARY PER FLAVOR

Nutrition Facts

Serving Size 1 Can (473mL)

Amount Per Serving

Calories **5**

% Daily Value*

Total Fat 0g 0%

Sodium 15mg 1%

Total Carbohydrate 1g 0%

Total Sugars 0g

Includes 0g Added Sugars 0%

Protein 0g 0%

Potassium 105mg 2%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, or 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.



NEW INGREDIENTS

L-CARNITINE

500MG

N-ACETYL
L-TYROSINE

500MG

COGNIZIN®

250MG

L-THEANINE

100MG

HUPERZINE-A

100MCG

RYSE
FUEL ENERGY

CAFFEINE: 200MG PER 16 FL OZ

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Category Alignment

Premium Ingredients

What's in the Fuel?

Authentic Collabs

With Top Brands

Social Presence

Social Media Culture

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Competition

Industry Innovation



Mainstream Competition



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16oz Energy - Ingredient Matrix

								
Caffeine	200mg	300mg	200mg	200mg	200mg	200mg	160mg	200mg
Calories	10	10	5	0	60	15	10	15
Zero Sugar	✓	✓	✓	✓	✗ 10g	✓	✓	✓
Taurine	✗	✓	✓	✓	✓	✗	✗	✓
Cognizin	✓	✗	✗	✗	✗	✗	✗	✗
No Artificial Colors	✓	✓	✓	✓	✓	✓	✓	✓
Licensed Flavors	✓	✗	✗	✗	✗	✗	✗	✓
Other Nootropics	• N-ACETYL L-TYROSINE • L-THEANINE • HUPERZINE	• TEACRINE® • DYNAMINE® • ALPHASIZE® • L-THEANINE • HUPERZINE	• ALPHA-GPC	N/A	• L-THEANINE • GUARANA • ACETYL-L • CARNITINE	• N-ACETYL L-TYROSINE • ALPHA-GPC • URIDINE • L-THEANINE • SAFFRON • HUPERZINE	• CHOLINE BITARTRATE	• CARNIPURE® • ALPHA-GPC • NEUROFACTOR

NEW
Innovation
12oz energy drink ⚡

RYSE
ENERGY DRINK



NEW @ RYSE >> 

12oz energy drink ⚡



WATERMELON
AIRHEADS
RYSE ENERGY DRINK
ZERO SUGAR
8G PROTEIN
+prebiotics
NATURAL & ARTIFICIAL FLAVORS
12 FL OZ (355mL)



PINK LEMONADE
Country Time
RYSE ENERGY DRINK
ZERO SUGAR
8G PROTEIN
+prebiotics
NATURAL & ARTIFICIAL FLAVORS
12 FL OZ (355mL)



ORANGE CREAM
RYSE ENERGY DRINK
ZERO SUGAR
8G PROTEIN
+prebiotics
NATURAL & ARTIFICIAL FLAVORS
12 FL OZ (355mL)



CHERRY LIMEADE
Kool-Aid
RYSE ENERGY DRINK
ZERO SUGAR
8G PROTEIN
+prebiotics
NATURAL & ARTIFICIAL FLAVORS
12 FL OZ (355mL)



OCEAN BREEZE
RYSE ENERGY DRINK
ZERO SUGAR
8G PROTEIN
+prebiotics
NATURAL & ARTIFICIAL FLAVORS
12 FL OZ (355mL)

PROTEIN infused
PREBIOTIC energy

150MG CAFFEINE
NATURAL ENERGY* 

 CUT-FRIENDLY 

 BLOAT-FREE ENERGY 

ENERGY
with a
Splash
of
PROTEIN™

zero SUGAR

8grams PROTEIN

SUKRE™
prebiotics

yummy 

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ENERGY DRINK

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Press: 12oz Energy Drink

Featured Front Page [Bevnet.com](https://www.bevnet.com)

 **BEVNET**  **BEVNET LIVE: JUNE 11+12** **JOBS** **INVESTMENT** **RETAIL** **DATA** **SPIRITS** **NEWSLETTER** **PR** **SUBMIT NEWS**

BEVERAGE INDUSTRY NEWS, REVIEWS, EVENTS, & JOBS



ON THE RYSE: PROTEIN ENERGY DRINK PUTS BRAND'S RTD STRATEGY IN FOCUS

JUN. 10, 2025

The bridge between the sports supplement market and mainstream health and wellness retail has been well traveled in recent years, and Ryse is hoping a two-pronged energy drink



BEVNET LIVE NYC ON JUNE 11 + 12: TASTE RADIO STUDIO SCHEDULE...

JUN. 10, 2025



NEW SPIRITS FROM DIPLOMATICO, GREENBAR, SMIRNOFF & MORE

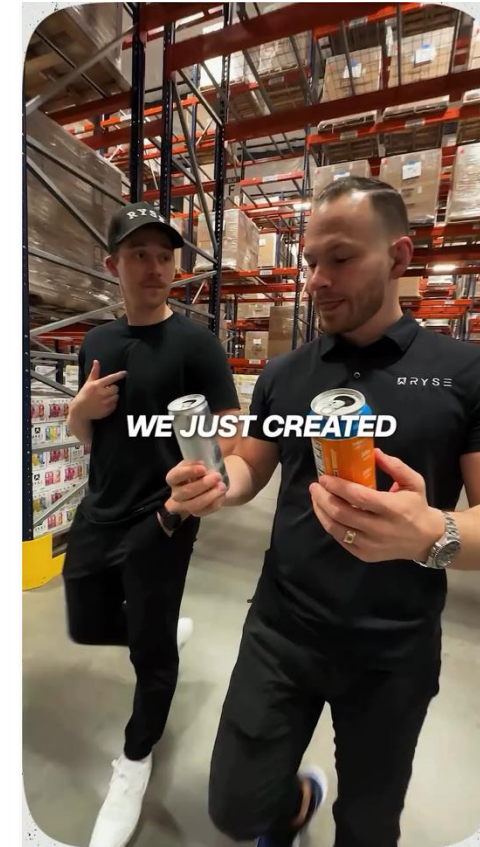
JUN. 10, 2025



BREZ PLATFORMS WITH NON-INFUSED INNOVATION;



NOWADAYS LANDS THC BEVERAGE SPONSORSHIP



Social Media

 Instagram  TikTok

Engagement

Total Views: 510K+

Total Likes: 13K+

Shares/Reposts: 3k+

RYSE
ENERGY DRINK

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What's Inside?

zero SUGAR

RYSE Energy delivers powerful performance and bold flavor without the sugar. All the function, none of the fluff.

bloat-free

Sukré is a non-bloating prebiotic that reduces overall stomach discomfort.

natural ENERGY

RYSE Energy contains 150mg of naturally-sourced caffeine derived from coffee beans for a smooth-feeling energy.



8g PROTEIN

Every can of RYSE Energy contains 8g of Clear Whey Isolate protein to support an active lifestyle.

gut-friendly

Sukré™ has been clinically shown to support prebiotic activity in the gut.

low in CALORIES

Bold nostalgic flavor, only 40 calories. RYSE Energy delivers the taste you love without the extra calories you don't.

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ENERGY DRINK

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Category Alignment

Functional Ingredients
What's in the drink?

Authentic Collabs
With Top Brands

Social Presence
Social Media Culture



Competition
Industry Innovation



**ENERGY with a
Splash of PROTEIN™**

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ENERGY DRINK

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12oz Energy - Ingredient Matrix

	 RYSE ENERGY DRINK	 CELSIUS LIVE FIT	 Alani	 Bloom
Caffeine	150mg	200mg	200mg	180mg
Calories	40 (from protein)*	10	10	10
Zero Sugar	No Sugar	No Sugar	No Sugar	No Sugar
Taurine	✗	✓	✓	✓
Cognizin	✗	✗	✗	✗
No Artificial Colors	✓	✓	✓	✓
Protein	✓	✗	✗	✗
Prebiotics	✓	✗	✗	✓
Licensed Flavors	✓	✗	✗	✗
SUKRE™	✓	✗	✗	✗

RYSE Energy Progression - 12oz



**PROTEIN infused
PREBIOTIC energy**

**150MG
CAFFEINE**
NATURAL ENERGY*



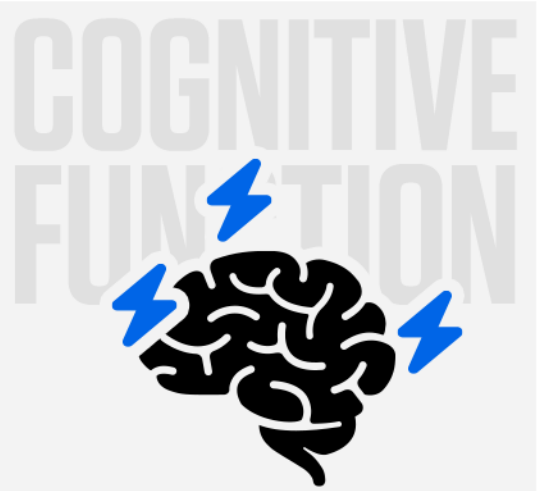
RYSE
ENERGY DRINK

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RYSE 12pk 12oz Variety Pack



Why RYSE Energy?

	 *removed Taurine	 First-of-its-kind Innovation	
Licensed Items	Added Nootropics	Splash of Protein	GLP-1 Audience

2026 Wholesale Financials

100% billback to RYSE
under \$21.20 strike price
for chains only

SKU	Case Cost FOB	Retail Price	Case GM \$ (+)	RYSE Rebate	Case GM \$
RYSE 12 oz/16 oz	\$16.00	\$23.00	\$7.00	\$0.00	\$7.00
RYSE 12 oz/16 oz	\$16.00	\$22.00	\$6.00	\$0.00	\$6.00
RYSE 12 oz/16 oz	\$16.00	\$21.25	\$5.25	\$0.00	\$5.25
RYSE 12 oz/16 oz	\$16.00	\$20.50	\$4.50	\$0.70	\$5.20
RYSE 12 oz/16 oz	\$16.00	\$17.16	\$1.16	\$4.04	\$5.20
RYSE 12 oz/16 oz	\$16.00	\$16.56	\$0.56	\$4.64	\$5.20

2026 Price Change:

- 16 oz→\$15/cs to \$16/cs effective Q1-TBD

MOQ:

- 5 Pallets (Layers is OK)

Pallet/Case Configuration:

- 152 Cases of 12/16oz Cans (8 Layers of 19 Cases)
- 200 Cases of 12/12oz Cans (8 Layers of 25 Cases)

Delivery:

- 7-10 Days

Link to Order Form:

- [RYSE DRINKS 2025 ORDER FORM](#)



RYSE Suggested SKU Mix



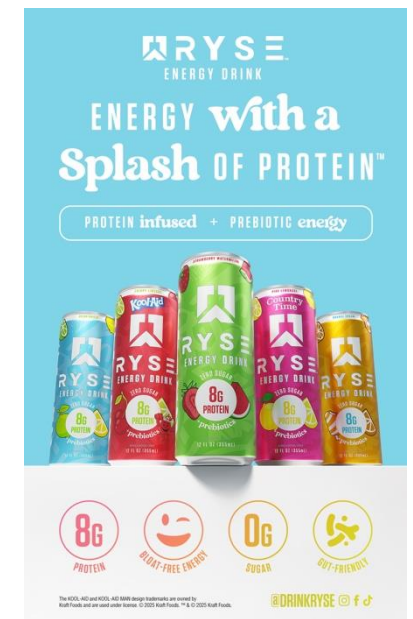
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FUEL ENERGY

2026 Merchandising Assets

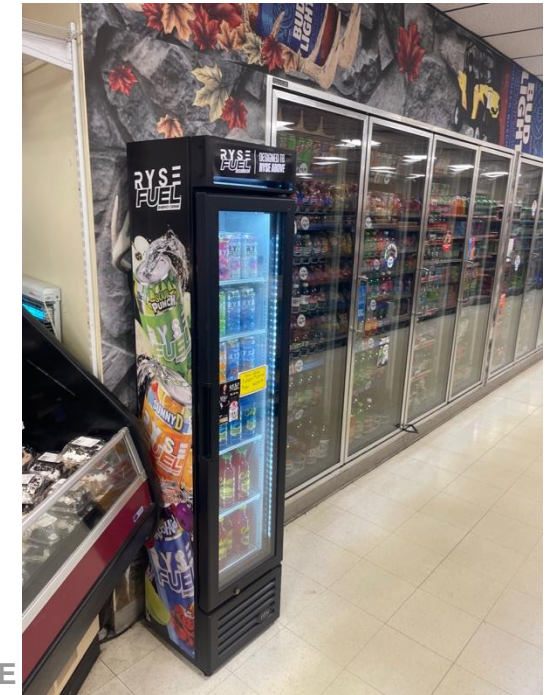
Upcoming and Requests

- **Dealer Loaders-** can be requested on a case by case basis for chain accounts and approved by RSM (ex- Yeti Ice Shakers =25 case display)
- **Shelf Strips-** Full Shelf Strips with new graphics in process
- **Cling-** 5 x 7 clings in process with new graphics
- **Shippers-** new headers for 16 oz in process, new 12 oz shippers in process
- **Base Wrap-** generic RYSE base wrap in process
- **Coolers-** can be co-op'd and re-wrapped with RYSE graphics

NEW POP Not Finalized, Concepts Only Pictured



CONCEPT 1 (BOTH SIDES)





RYSE
In Store Execution/ Promotions/Field Sampling

2026 Distributor + RYSE Mock Promo Calendar

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
QD		Buy 4 get 1 Free			Buy 4 get 1 Free				Buy 4 get 1 Free			
Incentive		Spring Incentive			Summer Incentive				Fall Incentive			

Utilize New Ryse Flavors for New PODS!



DSD KAM Incentive from RYSE Energy

\$500 Incentive

- POGs must be for 50 or more locations
- Sku count 3 or more
- Program minimum 6 months

\$250 Incentive

- POGs must be for 5-49 locations
- Sku count 3 or more
- Program minimum 6 months

Payout will be a Visa Gift Card

Payout made upon POG/Door Count/Sku count
confirmation by retailer



2025 Performance + 2026 Anticipated Growth

- -31%, -1516 cases
- **Key Losses-** Kroger, Independents
- **Key Wins-** Duchess, Par Mar
- **Key Opportunities-** Walmart, Target, Giant Eagle
- **Anticipated Growth Target-** 30%, 4339 cases

Distributor: The House of LaRose - Brecksville, OH



	1 Year 1/1/2025 thru 12/31/2025	1 Year 1/1/2024 thru 12/31/2024	Diff	Pct
-Ultimate Owner	Units Sold	Units Sold	Units Sold	Units Sold
Total	3,338	4,854	-1,516	-31.2%
INDEPENDENT	2,180	3,652	-1,472	-40.3%
GIANT EAGLE INC	523	480	43	9.0%
CONVENIENT FOOD MART NATIONAL	176	179	-3	-1.7%
ENGLEFIELD OIL COMPANY	140	0	140	--
NON CORPORATE	131	202	-71	-35.1%
THE BASEMENT GROUP LLC	54	0	54	--
SANDERS MARKETS	44	63	-19	-30.2%
REDIGO FOOD MART	41	100	-59	-59.0%
GASAMERICA SERVICES INC	22	5	17	340.0%
CROTON HOLDINGS CO	15	0	15	--
MURPHY USA	5	87	-82	-94.3%
CROSSAMERICA PARTNERS	5	67	-62	-92.5%
ENERGY TRANSFER PARTNERS	1	4	-3	-75.0%
GIANT OIL INC	1	10	-9	-90.0%
SUNCOAST OIL CO	0	4	-4	-100.0%
SHELL OIL INC	0	1	-1	-100.0%

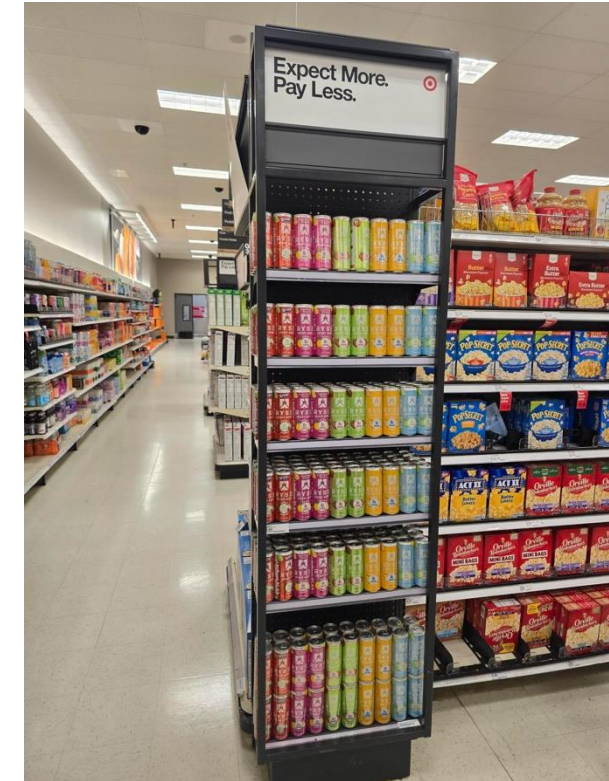
2026 Chain Authorizations/News

- **New Chain: Walmart-** 6/33 POGGED, LTH in all stores 5 new items
- **New Chain: Target-** 7/22 POGGED, LTH all stores, 6 new items
- **Expanded Distribution: Duchess-** 5 stores pogged 3-6 facings of 16 oz
- **Expanded Distribution: Par Mar-** 5 stores moving to the vaults for the POG resets in Feb/March 5 SKUS
- **Expanded Distribution: Giant Eagle-** 66 stores, 12 oz being authorized, more promotions this year to get more placements in stores
- **Expanded Distribution: Murphy USA-** 5 stores, going in the spring resets
- **TBD: 7 Eleven-** 109 stores, we have SLINS, not sure if you have market manager contacts but they can put in a short form to activate the SLINS in their system
- **TBD: TrueNorth-** 52 stores, HDC trying to give us some support here with this chain for a cut in
- **TBD: Circle K Great Lakes-** 149 stores, Craig Stanley has been tough as well to get in contact with for anything, but we are in 5 other circle K divisions if you have a relationship there
- **TBD: Marc's-** 52 stores, have sent Keith samples, multiple reach outs with no response
- **TBD: Discount Drug Mart-** 42 stores, Todd said reach out after holiday
- **TBD: Heinen's-** 18 stores, buyer told me to reach out end of Q1 as he makes decisions then
- **TBD: Campbell Oil-** 24 stores Do you have a contact? Our KAM says no communication back
- **TBD: Majors Management-** 22 stores, Do you have a contact?
- **TBD: Buehlers-** 6 stores, Maple City is helping us get in these



2026 Potential:

- 51 Potential New Chain Doors Confirmed
- 137 Existing Chain doors expanding SKU count



Chain Confirmations Subject to Change



THANK YOU



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FUEL ENERGY