



WHO'S WHO IN VITAMINS • MINERALS • SUPPLEMENTS



Supreme Protein

Few companies have come as far in so short a time as Supreme Protein Inc. Established in 2007, the Supreme Protein brand has grown from an ambitious start-up to become one of the top players in the highly competitive protein bar category. The company attributes its success to the high-quality ingredients and delicious flavor of its products.

Indeed, in a marketplace too often dominated by bland protein bars with questionable nutritional content, Supreme Protein stands alone in making the world's only true gourmet protein bar that is composed of a high-quality protein blend (featuring whey isolate). From the superior quality growth-factor-rich whey protein isolate to the healthful flaxseed oil to the pleasing flavor, every detail of this nutrition bar demonstrates the company's high standards.

Whey protein isolate, for example, contains the highest amounts of the valuable microfractions in whey that support increases in lean muscle mass. It has higher concentrations of the essential branched chain amino acids L-isoleucine, L-leucine and L-valine, and is also a rich source of the powerful microfractions alpha-lactalbumin and glycomacropeptides, which are key factors in enhancing bioavailability, boosting immune response and greatly increasing anabolic activity. Whey isolate also has demonstrated a nutrient-partitioning effect, driving nutrients away from fat storage and toward accumulation of lean muscle tissue. Finally, high-quality whey protein isolate contains no fat, lactose or impurities of any kind.

Clearly, premium-grade whey protein isolate is the best muscle-building protein value. No other protein bar on the market today contains more whey isolate than Supreme Protein.

It should come as no surprise, then, that Supreme Protein's first flavor offering, the Caramel Nut Chocolate bar, is surging toward No. 1 in sales at convenience stores nationwide and has become a No. 1 revenue-generating bar at 7-Eleven Stores across the country. Supreme Protein is maintaining its prodigious sales momentum in 2008 by expanding its line to include a new Supreme Protein Peanut Butter Crunch bar, which has all the makings of equalling or even surpassing the original Caramel Nut Chocolate flavor. At the same time Supreme Protein is expanding its market reach with both flavors from convenience stores, health food stores and gyms to even greater reach in supermarkets, drug stores and mass market outlets nationwide. Indeed, it is now a top seller in several of these larger outlets as well.

The Caramel Nut Chocolate Supreme Protein bar has experienced rapidly growing sales in retail stores across the country while delighting fitness-conscious consumers and candy snackers alike with its unique combination of first-rate nutritional content and gourmet candy taste. Each Caramel Nut Chocolate bar contains:

- 30 grams of protein (15 grams for the snack size bar).
- A protein blend powered by whey isolate.
- Four layers of sweet snacking goodness.
- Healthy fats, including flaxseed oil.
- 19 key vitamins and minerals.
- Zero trans fat.

Poised to become the new snack of choice for highly active people who want to reward their taste buds and growing muscles at the same time,



the amazing new Supreme Protein Peanut Butter Crunch bar is so incredibly delicious that many proclaim it tastes even better than the original Caramel Nut Chocolate bar.

This taste treat contains the same superior-quality protein as the original Caramel Nut Chocolate flavor. In addition to its 30 grams of protein (15 grams for the snack size bar) powered by premium whey isolate, it also contains healthful fats including flaxseed oil, plus vitamins, minerals and zero trans fat. And the Peanut Butter Crunch bar's quadruple-layer confection of rich chocolate, crunchy protein crisps, nutty nougat and creamy peanut butter has a superior taste even when compared to ordinary candy.

In 2007 the Supreme Protein Inc.'s management team introduced the world's first true gourmet protein bar composed entirely of high-quality proteins such as whey isolate. To achieve that end, Supreme Protein drew on the varied talents of a top-notch group of noted experts in the field of candy bar technology and sports nutrition as well as product research, development and marketing.

Supreme Protein is committed to expanding its market share and its brand recognition among athletes and health-conscious consumers. At the same time it is engaged in an ongoing campaign to raise the standards for ingredient quality, taste and manufacturing protocols industry wide in the protein/energy bar category.



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