



- Introduction to Kinetica
- Sports Nutrition in Ireland
- Opportunity for Pharmacies



Introduction to Kinetica

- Kinetica is an Irish company, part of the Carbery Group, owned by four farmer's cooperatives and is headquartered in West Cork.
- Carbery launched Kinetica in 2009 based on a solid understanding of the food science behind the growing sports nutrition market.
- Whey in Kinetica comes from Carbery.
- 100% natural. All proteins are sourced from grass fed and hormone free cattle that are kept in their natural environment.
- Carbery also own Synergy who manufacture the natural flavours in the Kinetica range.



How?

TRUSTED

All Kinetica products are batch tested within the World-Anti-Doping Agency (WADA) framework, ensuring safety and integrity; we are part of the Informed Sport program.



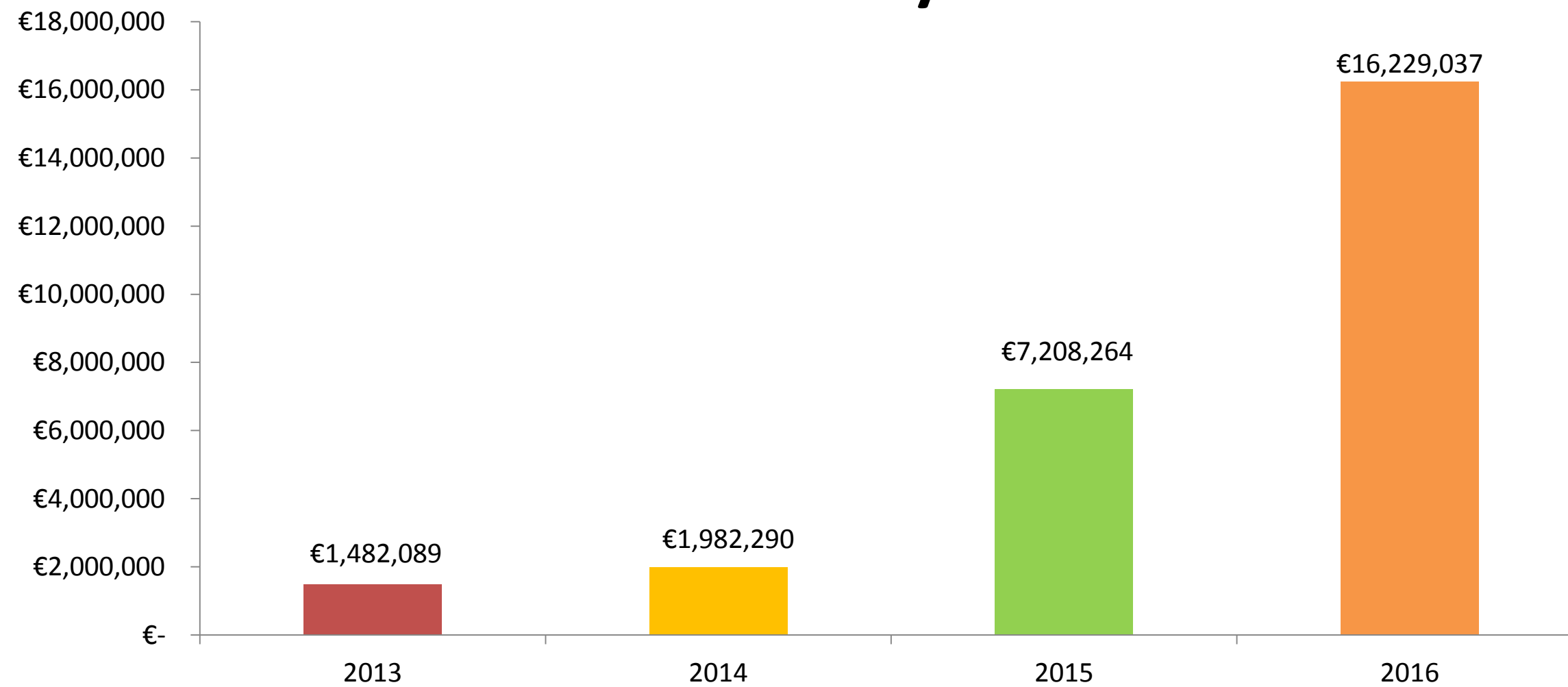
NATURAL

Our whey protein comes from Irish, grass-fed, hormone-free cows and is rich in naturally occurring branched chain amino acids (BCAAs). Natural flavours and colours ensure the best taste and quality.

PROVEN

Kinetica is trusted and used by professionals. We work in close partnerships with many leading teams and associations, including Connacht Rugby and Bath Rugby.

Rol Sports Nutrition Grocery Retail Sales 2013-16



Sports Nutrition is in rapid growth in the Irish Market. In 2016, Sales increased by 125% to reach €16.2million. Expected to grow to €46 million by 2020

AC Nielsen Sports Performance Nutrition_Data to OCT 30.16



Protein & Exercise Trends Ireland

- **Sports Nutrition is no longer a niche:** Protein and supplements appeal to the lifestyle user and no longer just for body builders and athletes.
- **Fitness Becoming More Mainstream:** Gym memberships affordable, community fun runs/5ks, exercise classes are becoming increasingly more popular. Fitness is now an international fashion trend.
- **15%** of people consume protein-enhanced foods and drinks several times a week, while a further **15%** consume protein-enhanced items such as bars, shakes and cereals at least once a month (Empathy Research)
- **87%** of the Irish population have seen protein bars and 35% have purchased one (Empathy Research)
- **21%** of exercisers take supplements with opportunities for growth

Protein – A trend with staying power



Muscle recovery, growth and maintenance

Fulfilling and satisfying as a healthy snack – satiety & weight control

Easily understood benefits underpinned by good science

Healthy Ageing / Preventing Sarcopenia

Common Protein Misconceptions

It is only for Bodybuilders?

Protein is used for muscle recovery by sports people and athletes from many disciplines including endurance events like triathlon as well as stop/start sports like football.

It is very high in Calories?

Mixing the recommended serving of our Vanilla Whey Protein Powder with water is only 118 calories.

I can get all of my protein from everyday food?

Those training at a high intensity need to consume a very high amount of protein. In many cases, drinking a shake is a more convenient way to consume protein post training than cooking a number of chicken breasts! One serving of Kinetica Whey Protein has 23g of protein vs an average egg at 13g.



Sports Nutrition in Pharmacies

- A small number of pharmacies have successfully specialised in Sports Nutrition for a number of years
- 4 month trial with 3 Uniphar Stores – Allcare Merrion, Allcare Clearwater, Allcare Ardee
- Approximately 18 skus Merrion & Clearwater and 10 SKUs in Ardee
- Positive feedback on sales
- Kinetica have developed range recommendations based on sales data for small, medium and large pharmacies.



Milk Protein in ready to drink format

- Contains fresh pasteurised skim milk in addition to milk proteins
- **25g-27g of Protein** per bottle
- **No added sugar and Natural flavours**
- Gluten free and **only 170kcal**
- Available in Strawberry, Vanilla Caramel & banana
- Ambient Product
- Tray – 12 x 330ml bottle



Bar Range



Bar Range - free from artificial colours & flavours



	ENERGY	CRISP PRO	PROTEIN +	DELUXE
Recipe	Oats	Yoghurt covered fruit & nut crisp	Chocolate Covered	Indulgent chocolate multi layered
Bar Size	50g	40g	60g	65g
Flavours	Caramel Cranberry	Yoghurt	Chocolate Orange Toffee	Choc Brownie Cookies & Cream
Kcal	192	179	200	247
Protein g		10	20 ✓	20-21 ✓
Case Size	15	15	12	12
Gluten Free				
Other info	36g carbohydrate			



Whey Protein

- High quality whey protein delivering 23g of protein per 30g serving.
- Available in – 10 x 30g sachet , 300g
- Helps replenish your amino acid levels to support muscle repair and recovery and develop, strengthen and define lean muscle.
- Free from artificial colours and flavourings. No added sugar.
- Available in Strawberry, Chocolate & Vanilla.



Range Recommendations

	SMALL (7)	MEDIUM (11)	LARGE 15 SKUS
BARS	2 X PROTEIN DELUXE 2 X PROTEIN +	2 X PROTEIN DELUXE 2 x PROTEIN + 1 ENERGY	2 X PROTEIN DELUXE 2 x PROTEIN + 2 X ENERGY Crisp Pro
READY TO DRINK		Vanilla caramel Strawberry	Vanilla caramel Strawberry Banana
WHEY SACHET	Chocolate Strawberry	Chocolate Strawberry	Chocolate Strawberry
WHEY TUBS 300G	Chocolate	Strawberry Chocolate	Strawberry Chocolate Vanilla

