

Protein2o Driving Big Distribution Gains Led by New Protein+Energy SKUs

Protein2o, the nation's leading protein water, sees tremendous growth in first quarter of 2019, as America's love affair with protein continues.

CHICAGO, IL, UNITED STATES, May 13, 2019 /EINPresswire.com/ -- Seizing on Americans' love affair with protein and energy, [Protein2o](#) has logged impressive retail growth to grow the country's number-one protein water brand. Leading the way is Protein2o's newest innovation Protein2o PLUS Energy, which is popping up on store shelves and displays this Spring in [CVS](#), Rite Aid, Discount Drug Mart, HyVee, Jewel, Tom Thumb, Randall's and Central Market. The two new protein skus add 125 milligrams of caffeine from green coffee beans to its premium 15 grams of whey protein formula in great-tasting Blueberry Raspberry and Cherry Lemonade flavors.

"Our new Plus Energy line is striking gold with consumers who rate it 5-stars on Amazon, as well as retailers looking to feature innovative products that drive incremental purchases," said Protein2o Vice President Rob Kral, who directed the development of the new formula. "I think it's best said by one of our consumers in an [Instagram](#) post: 'I love this drink...I get my protein, caffeine and water all in one go. I'm a fan.'"



Protein2o Plus Energy is rated 5 stars on Amazon

But it's not just the new energy innovation pumping up Protein2o success. Protein2o's core line of low-calorie protein waters is now in 2,000 new retail locations this Spring including CVS open-air coolers, Jewel, Cub, Winco, Safeway-Albertson's Arizona, Save Mart, FoodMaxx, Lucky, Dierberg's and Discount Drug Mart. National account business at Sam's, Walmart and Target is leading to 180% sales growth (Nielsen 52 weeks xAOC 4/20/19). E-Commerce sales, another pivotal piece of Protein2o's growth strategy, are up significantly, led by Amazon year-on-year growth of 35% in the first four months of the year.

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Rob Kral, Protein2o Vice President

"We're building a great loyal following and doing a lot to stimulate trial through in-store and on-line marketing efforts," added Protein2o President Andy Horrow. "Protein2o resonates and, with our team's amazing hustle, we'll continue to see this brand grow!"

About Protein2o

Founded in 2013 by former SVP of Merchandising for Walgreens and GNC Bob Kral and his son Robert Kral, a former Johnson and Johnson sales executive, Protein2o is the original and #1 protein water in America, according to Nielsen. Protein2o is sold across the U.S. in great retailers like Sam's Club, Walmart, Target, Amazon, Publix, Speedway, Safeway, Albertson's, Casey's, Kum & Go and Rite Aid. Protein2o comes in 11 flavors with 10-15 grams of whey protein isolate, all with less than 70 calories per 16.9 oz. bottle. Protein2o is owned by a group of beverage, finance and retail industry leaders, led by CEO/Founder Bob Kral. The company's chairwoman of the board is Sue Wellington, former Gatorade president.

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Protein2o Plus Energy features 125 mg of caffeine, derived from green coffee beans.



Protein2o Plus Energy appeals to consumers who want a boost of caffeine with their protein.

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