



Einstein Energy Wraps Its Six-Week Costco Sampling Tour Across Southern California

Decadent-tasting protein wafer bars, caffeinated with green tea caffeine and nootropics, win over shoppers one sample at a time

LOS ANGELES, CA, UNITED STATES, October 23, 2026 /EINPresswire.com/ -- Einstein Energy today announced the completion of a six-week in-store sampling tour at Costco warehouses across Southern California. Between September 3 and October 18, the company sampled its bars with shoppers in Torrance, San Juan Capistrano, Los Feliz, Culver City, Tustin and Hawthorne.

Einstein Energy Smart Protein Bars are caffeinated wafer bars available in Double Chocolate and Chocolate Peanut Butter. The bars lead with decadent taste, then go beyond protein with green tea caffeine plus nootropics for the brain: L-theanine, citicoline and lion's mane. The 18-count box was sold at participating Costco locations.

"At every Costco stop, there wasn't much pitching required, because the product speaks for itself," said Steven Lamar, Co-Founder and CEO of Einstein Energy and the original creator of Beats by Dr. Dre headphones. "It was fun to watch a customer take a sample, do a double take, then walk back and grab a box."

The tour produced plenty of unplanned moments. The owner of a nutrition store in Beverly Hills bought an 18-count box at Costco Culver City, turned it into a register display, and began selling the bars to her own customers. An office manager who sampled the bars on a Thursday came back that Friday for six 18-count boxes for her office mates. And several shoppers from earlier tour stops came back to find the team at new locations to buy more boxes.

"We really enjoyed working with the various teams at Costco," Lamar added. "They were professional, organized and friendly, and a pleasure to work with. As a result of the successful roadshow, we're cautiously optimistic you'll be seeing us in more SoCal Costcos soon."

Einstein Energy Smart Protein Bars are available online at einstein.energy and Amazon.com. More smart products, including gummies, are coming soon from the Einstein Energy Lab.

About Einstein Energy: Einstein Energy, Inc. makes functional snacks that lead with taste and are built for energy and focus. Co-founded by Steven Lamar. Follow @einsteinenergylab on Instagram and TikTok.

Media contact: Belinda Padilla, Einstein Energy, Inc., belinda@einstein.energy

Belinda Padilla
Einstein Energy, Inc.

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