MORE PROTEIN. LESS VOLUME.

The next wave of protein demands a new format.



01

THE PROTEIN BOOM

Protein is no longer just for athletes. Consumers of all ages are prioritizing protein in their daily routines.

02

THE GLP-1 WAVE

As GLP-1 use grows, smaller appetites and protein-focused nutrition create demand for convenient, compact formats.

03

THE VKTRY SOLUTION

23g protein. Zero sugar. 100 calories. Just 3.38 oz. No mixing, no bulky shakes.

THE RIGHT PROTEIN. THE RIGHT FORMAT. THE RIGHT TIME.