



HIGH-QUALITY NUTRITIONAL SUPPLEMENTS

[topshelfnutrition.co](http://topshelfnutrition.co)



# Our mission

Top Shelf Nutrition

- At Top Shelf Nutrition, we aim to improve lives through health and fitness.
- Our top-quality supplements enhance overall wellness and athletic performance.
- We offer two product lines: "Athletic Series" and "Health Series," catering to all ages and goals.
- Our products support a healthy body, fostering a healthy mind and positive environment.
- We believe in making a better world through better health.



# Our Core Values

What Defines us



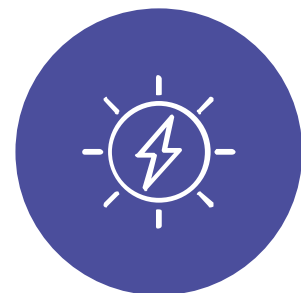
## **Quality**

Commitment to superior product quality.



## **Integrity**

Upholding honesty and transparency in all our dealings.



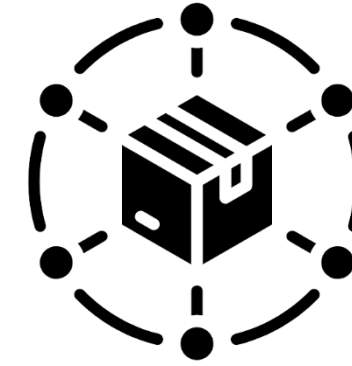
## **Innovation**

Continuously improving and innovating our product offerings.



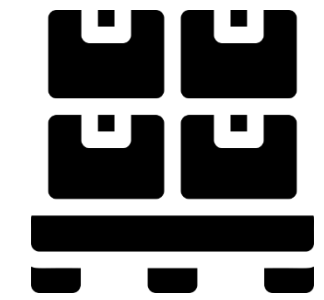
# Top Shelf Nutrition & RR Donnelley Collaboration

Top Shelf Nutrition collaborates with RR Donnelley to ensure a seamless and unique merchant experience.



## Distribution, Billing & Pack Out Services

Handling the entire process from product storage to delivery.



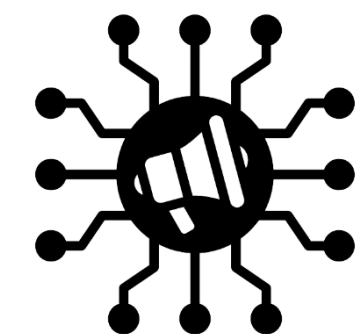
## Custom Pallet Displays & Sizing

Providing tailored pallet solutions to fit specific display needs.



## Flexible Shipping Options

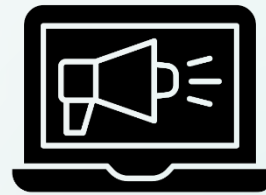
Capability to ship products directly to various locations or Costco headquarters.



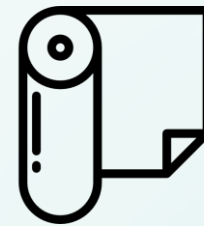
## Unique Cross-Marketing Opportunities

Enhancing product visibility and market reach through innovative marketing strategies.

# Marketing Capabilities



**Marketing  
Displays**



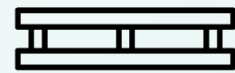
**Pallet Wraps**



**Free-standing  
displays**



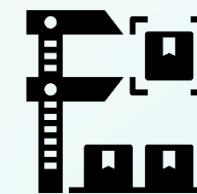
**Full Pallet  
Displays**



**Half Pallet  
Displays**



**Costco-Specific  
Social Media Ad  
Campaigns**



**Costco-Specific  
Product Sizing**



# Our Product Overview



Made in USA



# Pre-Workout

Dietary Supplement

## ★ Description

- Unique, generously dosed formula designed to enhance workout performance.

## ★ Flavors

- Blue Snow Cone and Kiwi Strawberry

## ★ Target Audience

- Ages 15-60 years old.

## ★ Shelf Appeal

- Clean white bottles with metallic ink.
- Easy-to-read claims and supplement facts.

## ★ Key Features

- Amazing taste with highly anticipated flavors.
- Affordable pricing accessible to all consumers.





# Superfoods

Dietary Supplement

## ★ Description

- All-in-one formula combining daily greens, reds, prebiotics, and digestive enzymes in a single serving.

## ★ Target Audience

- Ages 14-70 years old.

## ★ Shelf Appeal

- Clean white bottle.
- Easy-to-read claims and straightforward product title.
- Clear instructions on when and how to take each serving.

## ★ Key Features

- Essential daily nutrition with all-in-one convenience.
- Affordable and suitable for a wide demographic.
- Addresses the gap in daily superfoods intake.





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# Plant Protein

Dietary Supplement

## ★ Description

- Plant-based protein powder designed for muscle recovery and growth.

## ★ Flavors

- Chocolate and Vanilla.

## ★ Target Audience

- Ages 18-60 years old.

## ★ Shelf Appeal

- Clean white bottles with easy-to-read labels.
- Prominent display of product claims and benefits.

## ★ Key Features

- High Quality Natural Protein Sources.
- Unique formula with Anti Oxidant and Amino Acid Profile.
- Affordable compared to other market options.



# Immune Support

Dietary Supplement

## ★ Description

- Formulated to boost immune health with clinically studied ingredients.

## ★ Key Ingredients

- Zinc, K2, Vitamin C, Vitamin D3.

## ★ Target Audience

- All ages.

## ★ Shelf Appeal

- Clean white bottle.
- Easily identifiable with ingredients listed on the front.

## ★ Key Features

- Generously dosed with a single capsule.
- Easy to incorporate into daily multivitamin routines.
- Affordable and beneficial for a broad consumer base.





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# Collagen Peptides

Dietary Supplement

## ★ Description

- Formulated to support joint health, skin elasticity, gut health, and hair & nails with hydrolysed Type 1 & 3 collagen peptides.

## ★ Key ingredients

- Hydrolysed Type 1 & 3 Collagen, derived from grass-fed, pasture-raised sources.

## ★ Target Audience

- All ages.

## ★ Shelf Appeal

- Clean white bottle with a modern, minimalistic design.
- The packaging communicates a natural, health-focused product.

## ★ Key Features

- Unflavored, making it easy to incorporate into various beverages or recipes.
- Affordable, with 35 servings per container.







Top Shelf Nutrition

## Collagen Peptides

- ✓ Affordable Servings Size
- ✓ 2 Scoop Serving Size
- ✓ Priced \$14 cheaper.
- ✓ Most Bio available form or Collagen.
- ✓ Made in USA

\* 35 Servings, 10g per serving

# Product Comparison

Costco

## Collagen Peptides

- ✗ \$14 more expensive!
- ✗ 4 Scoop Serving Size



\* 34 Servings, 20g per serving



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# Plant Protein

- ✓ NO NUTS (allergies).
- ✓ Full amino acid / antioxidant profile.
- ✓ 6 sources of protein to equal 23 grams per serving. Protein derived from Spirulina, Artichoke, Quinoa, Amaranth, Pea, Brown Rice.
- ✓ Delicious Flavour.
- ✓ Less sugar, Less fat per serving.
- ✓ Made in USA

\* 30 Servings, 23g per serving



## Product Comparison



Costco

# Orgain Plant Protein

- ✗ Made with Peanuts and Tree nuts.
- ✗ Less protein per serving.
- ✗ Mixed reviews on taste.
- ✗ 5 less servings per container, more expensive.
- ✗ More sugar, more fat per serving.

\* 25 Servings, 20g per serving



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## Superfoods (Greens + Reds)

- ✓ Higher Content of organic greens, Higher content of red antioxidant blend.
- ✓ Higher dosed vitamin profile.
- ✓ \$2 cheaper for 5 extra servings.
- ✓ Delicious flavour, easily mixed with any beverage.
- ✓ NO added sugar!
- ✓ Made in USA

\* 35 Servings

# Product Comparison

Costco

## Super Greens

- ✗ Lower dosed vitamin profile.
- ✗ More expensive for a lesser amount.
- ✗ Added Cane Sugar
- ✗ Mixed reviews on taste.



\* 30 Servings



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# Immune Support

- ✓ \$18 cheaper
- ✓ Tremendously higher doses of Vitamin C, Zinc and D3. Additional Vitamin k2 added.
- ✓ 1 capsule per day.
- ✓ Made in USA

\* 30 Servings



## Product Comparison

Costco

# Youtheory Immune+

- ✗ \$18 more expensive
- ✗ Lower dosages of key vitamins.
- ✗ 3 capsules a day.

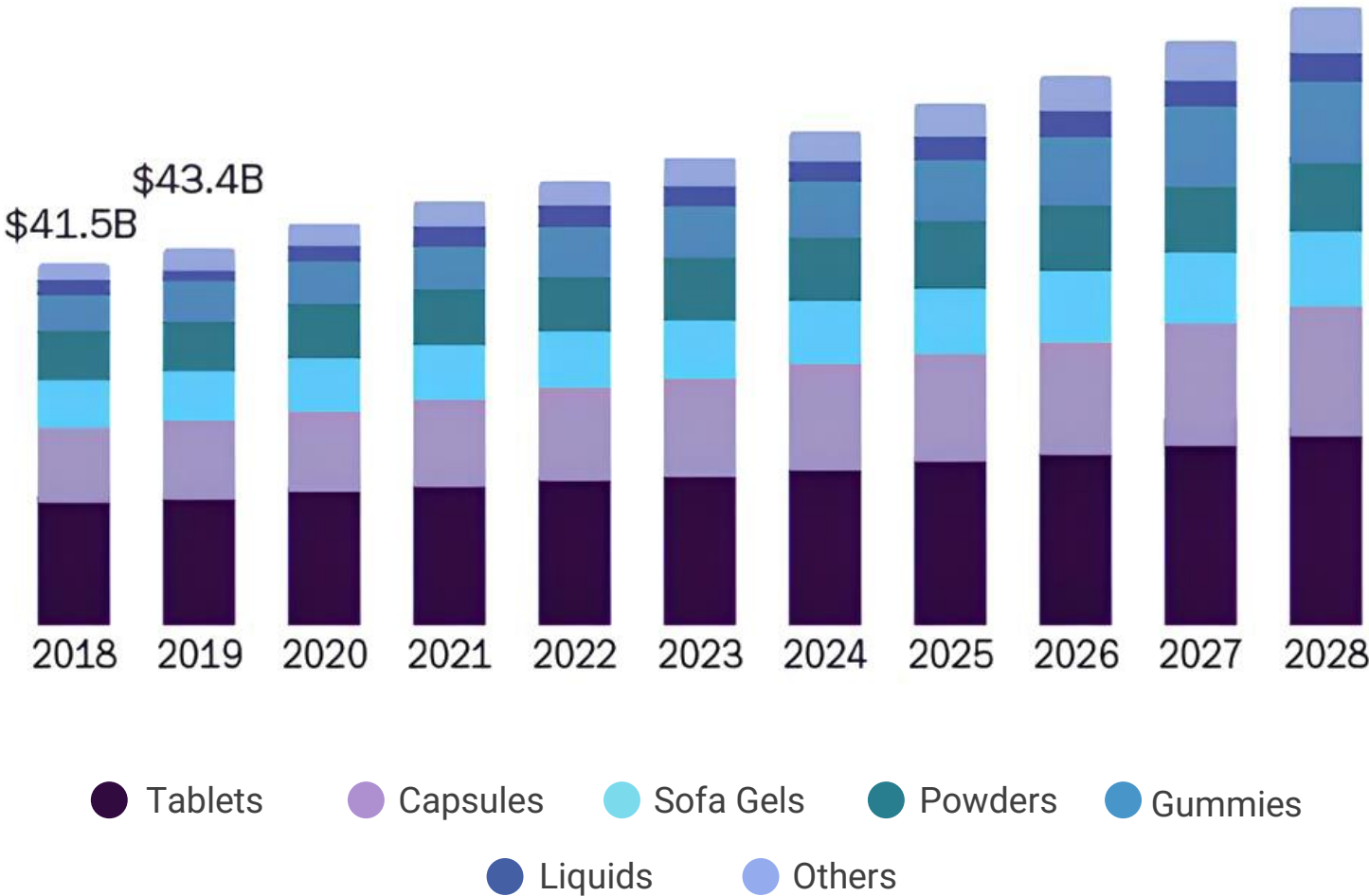
\* 50 Servings





# U.S Dietary Supplements Market

Size, by product, 2018 - 2028 (USD Billion)



5.5% | U.S. Market CAGR, 2021 - 2028

# Market Trends & Opportunities

Where the dietary supplement market is going



## Market Growth

- The North American Dietary Supplement market was valued at \$43.4 billion in 2019 and is projected to grow at a CAGR of 5.5% from 2021 to 2028.



## Shift in Consumer Preferences

- **From Pharmaceuticals to Nutraceuticals:** Growing trend towards preventative health care.
- **Nutraceuticals:** Focused on maintaining health rather than treating illness.



## Retail Trends

- **One-Stop Shop:** Grocery stores are evolving into comprehensive solutions for health needs.
- **Convenience Over Specialty Stores:** Reducing the need for visits to GNC, Vitamin Shoppe, or other supplement stores.

# Contact Us

Top Shelf Nutrition



For further inquiries or to discuss the proposal, please contact us through our website or social media.



Website

[www.topshelfnutrition.co](http://www.topshelfnutrition.co)



Instagram

[@topshelf\\_nutrition](https://www.instagram.com/topshelf_nutrition)



Facebook

Top Shelf Nutrition LLC





Thank You.

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