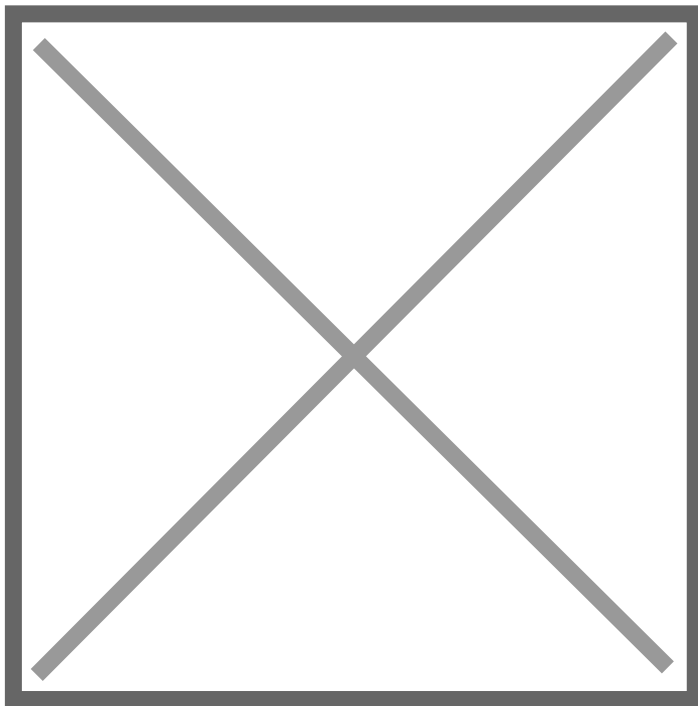


PepsiCo's Muscle Milk Launches Cleaner-Label Protein Shake Lineup

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Muscle Milk, the original ready-to-drink protein shake brand with nearly 30 years of nutrition expertise, announced the complete reformulation of its protein shake lineup -- now made with ultra-filtered milk, delivering 26-42g of complete protein per serving with no artificial sweeteners, flavours, or added colours. The reformulation launches alongside a partnership with rugby medalist Ilona Maher and a nationwide protein for all campaign designed to bring protein clarity to everyday consumers.

Together with Maher, Muscle Milk is introducing an immersive NYC-based experience and a national protein social media giveaway designed to cut through the protein noise and deliver what matters most: protein that helps support healthy muscles with a great taste.

Americans are thinking about protein more than ever, but many feel overwhelmed by conflicting information and complicated ingredient lists. While 73% recognize its importance beyond the gym, nearly two-thirds admit they don't know how much they should be consuming each day. Muscle Milk's reformulation meets the moment with convenient shakes made with complete protein from ultra-filtered milk with no artificial sweeteners, artificial flavours, or added colours.

Real ultra-filtered milk is a complete protein, containing whey protein, a fast-acting muscle-building protein, as well as casein, a protein that is more slowly digested to support ongoing muscle support. Each shake delivers the protein consumers expect from Muscle Milk, with 26 grams in the standard subline and 33-42 grams in the Pro subline. The result is a smooth, great-tasting shake that helps support healthy muscles. Muscle Milk is now the only national ready-to-drink protein shake made with high-quality protein made from real ultra-filtered milk and no added colours, no artificial sweeteners, and no artificial flavours. It is available in indulgent flavours, including Chocolate, Vanilla Crème, Cookies & Cream and Strawberries & Cream.

"Protein has never been more popular, but it's also never been more confusing," said Marissa Pines, VP/GM, Gatorade Brands at PepsiCo. "We saw an opportunity to simplify the experience for consumers. With our new formula, we're delivering high-quality protein from real ultra-filtered milk, with no artificial sweeteners, flavours, or added colours, and the great taste people expect from Muscle Milk. This is the formula Muscle Milk has always been building toward: great tasting with fewer ingredients and built for how people actually use protein today."