

David Protein Launches Ready-to-Drink Protein Milkshakes

09 September 2026 | News

New Vanilla and Chocolate Protein Milkshakes deliver 30g of protein, 140–150 calories, and less than 1g of sugar



David Protein announced the launch of its first ready-to-drink Protein Milkshakes, bringing the brand's protein-forward approach to a convenient new format.

David Protein Milkshakes are made with ultrafiltered milk and deliver 30g of protein, 140–150 calories, and less than 1g of sugar per 12 oz bottle. Smooth, thick, and creamy from the first sip to the last, the new shakes are designed to deliver the taste and experience of a milkshake with the protein density consumers expect from David.

Vanilla: Smooth, creamy, and classic, with 30g of protein, 140 calories, and less than 1g of sugar per 12 oz bottle.

Chocolate: Rich, creamy, and cocoa-forward, with 30g of protein, 150 calories, and less than 1g of sugar per 12 oz bottle.

The launch is supported by "Drink David," a new campaign featuring supermodel Stella Maxwell. The campaign introduces David's distinctive gold Milkshake bottles through a series of images starring Maxwell and extends the brand's presence across fashion, beauty, and culture. Drink David will appear across digital, social, and out-of-home placements in New York City this month.

The launch marks David's latest expansion beyond protein bars. In June, the company introduced David Frozen Dessert, which delivers 30g of protein per pint with 210–260 calories and 1–2g of sugar, depending on the flavor. David Gold bars deliver 28g of protein for 150 calories, while David Bronze bars deliver 20g of protein for 150 calories.