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Soylent Achieves Highest Adult Nutrition Repurchase Rate, Surpassing Longtime Category Leaders

LOS ANGELES--(BUSINESS WIRE)-- **Starco Brands** (OTCQB: STCB) announced that **Soylent**, the science-backed, complete nutrition company, reached an unprecedented achievement: the highest repurchase rate among all brands in the adult nutrition category. Data from Unify+ Panel (Total MULO, 52 weeks ending May 19, 2024) reveals a remarkable 62.9% of Soylent consumers purchase their products two or more times, surpassing competitors such as Boost (61.9%), OWYN (57%), Orgain (54.5%), and longtime category leader Ensure (48.2%).

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240829423738/en/>



(Photo: Business Wire)

This milestone further solidifies Soylent's position as the "Best Meal Replacement Shake," a title earned in 2023 based on both nutrition and taste ratings from over 40,000 consumers via Kantar research. Soylent's science-backed nutritional profile, coupled with its dedication to delicious flavors, clearly resonates with consumers, driving their continued loyalty.

"Achieving the highest repurchase rate in our category is a testament to our unwavering commitment to both exceptional taste and comprehensive nutrition," said Jamie Sullivan, VP of Nutrition at Starco Brands, Soylent's parent company. "This proves that Soylent is not merely a trend, but a sustainable and preferred choice for consumers seeking convenient, nutritious, and enjoyable nourishment."

Soylent's innovative approach to nutrition, blending cutting-edge research with delectable flavors, has captivated a diverse consumer base. Strategic partnerships with major retailers like Walmart, Kroger, Publix, Meijer, and HEB have expanded Soylent's accessibility, making it a readily available and appealing option for health-conscious individuals across demographics.

The brand's dedication to taste and science-driven quality has resulted in a varied product lineup, including ready-to-drink shakes, powders, and bars, all designed to meet the unique needs of today's consumers. As Soylent continues to grow, the company is poised to revolutionize the adult nutrition industry.

ABOUT SOYLENT

Soylent is a nutrition company offering science-backed, convenient meal solutions. Named "Best Meal Replacement Shake" by Kantar Research, Soylent provides Complete Meal Powders, Ready-to-Drink Shakes, Snack Bars, Protein Shakes, and Energy Shakes. A subsidiary of Starco Brands (OTCQB: STCB), Soylent is headquartered in Los Angeles. Learn more at soylent.com or on social media.

About Starco Brands

Starco Brands (OTCQB: STCB) invents consumer products with behavior-changing technologies that spark excitement in the everyday. Today, its disruptive brands include Whipshots®, the world's only vodka-infused whipped cream; Art of Sport, the body care brand designed for athletes and co-founded by Kobe Bryant; Winona® Pure, the first indulgent theater-popcorn spray powered by air; Skylar, the only fragrance that is both hypoallergenic and safe for sensitive skin; and Soylent, the complete non-dairy nutrition brand. A modern-day invention factory to its core, Starco Brands identifies whitespaces across consumer product categories. Starco Brands publicly trades on the OTCQB stock exchange so that retail investors can invest in STCB alongside accredited individuals and institutions. Visit starcobrands.com for more information.

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