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Herbalife Nutrition Creates a Stir in the \$38 Billion Coffee Industry

New High Protein Iced Coffee Gives Consumers a Healthy, Refreshing Alternative to Sugary Coffeehouse Beverages

LOS ANGELES--(BUSINESS WIRE)-- [Herbalife Nutrition](https://www.businesswire.com/news/home/20181015005270/en/) (NYSE: HLF), a premier global nutrition company whose purpose is to make the world healthier and happier, today introduced a new way for consumers to have their coffee and get their protein too, with the launch of a Mocha High Protein Iced Coffee. Low in calories, sugar and fat, but big on taste, the 100-calorie drink mix has no artificial flavors or added colors and provides 15 grams of protein and 80 mg of caffeine per serving.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20181015005270/en/>



“Everyone loves the refreshing taste of iced coffee, but not the calories and sugar that come with many coffeehouse options, and we are excited to create a stir in the coffee industry with a new way to enjoy iced coffee,” said Ibi Montesino, senior vice president, and managing director, North America Region, Herbalife Nutrition. “Our new iced coffee drink mix gives consumers a protein and energy-packed way to start their day or to enjoy an afternoon pick-me-up or evening treat, and with only two grams of sugar per serving, is an

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Protein Iced Coffee Gives Consumers a Healthy, Refreshing Alternative to Sugary Coffeehouse Beverages. (Photo: Business Wire)

alternative to many popular coffeehouse products.”

The iced coffee market is red hot and according to [Mintel](#), sales grew at least 10 percent annually between 2013-17. Further echoing the love of coffee, Herbalife Nutrition’s recent global breakfast survey of over 8,000 people revealed that in the U.S. specifically, more than 60 percent of consumers drink coffee daily. And younger coffee drinkers are driving the iced coffee category growth. In 2017, more than [50 percent of millennials](#) said they drank iced coffee in the last three months, up from 46 percent the previous year.

The great-tasting High Protein Iced Coffee will be available in Mocha with additional flavors coming soon, and each 25 gram serving features:

- 15 grams of protein
- 100 calories
- 2 grams of sugar
- 80 mg of caffeine
- Low Fat
- No artificial flavors or added colors

Herbalife Nutrition High Protein Iced Coffee has 14 servings per 12-ounce bag and a suggested retail price of \$38.50. Easy to make in seconds, consumers simply add two scoops of the drink mix to water, shake, pour over ice and experience a delicious, refreshing and nutritious way to power them throughout the day.

About Herbalife Nutrition

Herbalife Nutrition is a global nutrition company whose purpose is to make the world healthier and happier. The Company has been on a mission for nutrition – changing people's lives with great nutrition products & programs – since 1980. Together with our Herbalife Nutrition independent distributors, we are committed to providing solutions to the worldwide problems of poor nutrition and obesity, an aging population and skyrocketing public healthcare costs, while supporting the rise in entrepreneurs of all ages. Herbalife Nutrition offers high-quality, science-backed products, most of which are produced in Company-operated facilities; one-on-one coaching with a Herbalife Nutrition independent distributor; and a supportive community approach that inspires customers to embrace a healthier, more active lifestyle. Herbalife Nutrition's targeted nutrition, weight-management, energy and fitness, and personal care products are available exclusively to and through dedicated Herbalife Nutrition distributors in more than 90 countries.

As a global supplier of herbal supplements, Herbalife Nutrition uses more than 150 botanical ingredients, including soybeans, tea and aloe. The company has a robust, science-based product development process guided by a team of more than 300 scientists, 36 of them Ph.Ds., to assure the quality of the products. The Company has invested more than \$300 million during the past six years in its manufacturing facilities and now makes approximately 65 percent of all its nutrition products in-house.

Through its corporate social responsibility efforts, Herbalife Nutrition supports the Herbalife Nutrition Foundation (HNF) and its CasaHerbalife Nutrition programs to help bring good nutrition to children in need. Herbalife Nutrition is also proud to sponsor more than 190 world-class athletes, teams and events around the globe.

Herbalife Nutrition has approximately 8,300 employees worldwide, and its shares are traded on the New York Stock Exchange (NYSE: HLF) with net sales of approximately \$4.4 billion in 2017. To learn more, visit Herbalife.com or IAmHerbalife.com.

Herbalife Nutrition also encourages investors to visit its investor relations website at ir.Herbalife.com as financial and other information is updated and new information is posted.

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