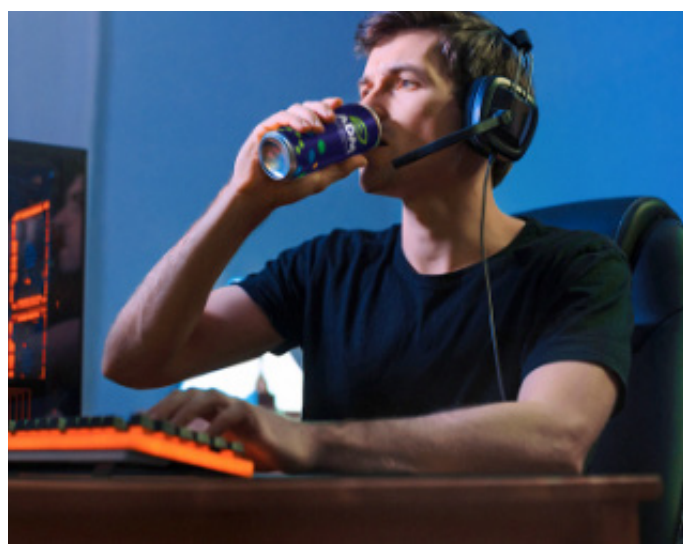




Level Up Your Nutrition

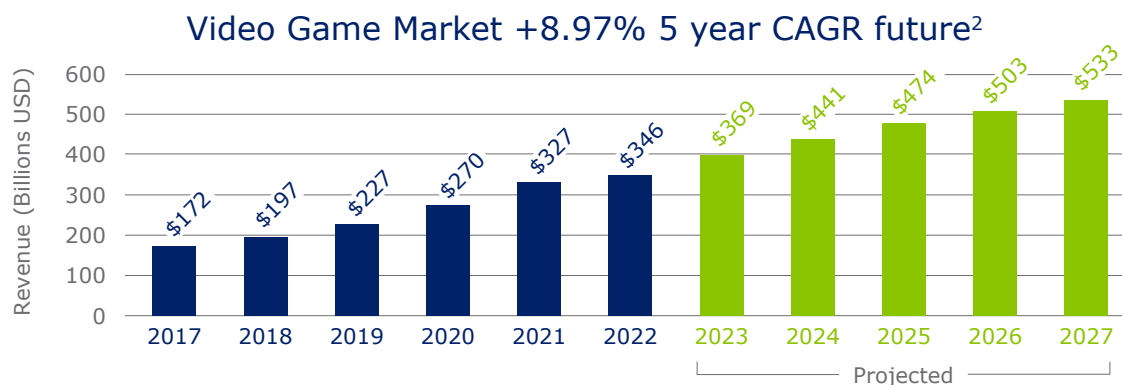
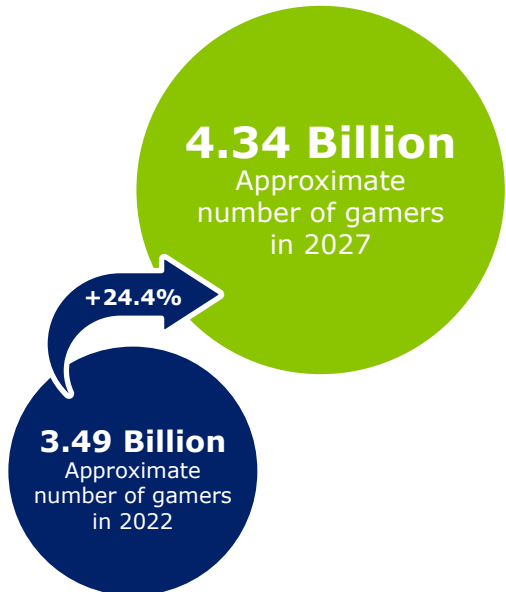
The ultimate specialty nutrition
for e-gamers



Fueling the Growing Gamer Market

The expansion of e-games from a casual hobby to a globally recognized sport has forever changed our view of what it means to be a “gamer.” In today’s interconnected world, the number of people engaging in online gaming is expected to exceed **4.34 billion** by 2027¹, transcending all ages and geographical boundaries.

As the gaming community continues to flourish, it presents enormous market potential for brands to develop specialized products to meet gamers’ unique needs.



Regardless of whether gamers play casually or professionally, they all require an advanced mental and physical skillset to succeed. This is where tailored specialized nutrition comes into play. In this e-book, we will explore ways brands can seize this growing market opportunity for specialty products as well as delicious, convenient concepts that can help gamers achieve new levels of success.

¹ Statista. (Nov. 2022). Video Gaming Worldwide– Statistics & Facts.

² Statista. (June 2023). Video Game Industry– Statistics & Facts.



Get Your Head (and Body) in the Game

While gamers may spend their entire competition physically in one place, the body's dietary needs mirror that of a traditional athlete's, with a clear division between pre, during, and post-gaming fuel. We have divided these gameplay phases into three distinct categories based on proprietary consumer research. No matter the gamers skill level, the requirements for nutritional support will mirror these stages.

Traditionally, gamers have turned to easy-to-access comfort foods like chips, nuts, soda, and candy while gaming.

While these snacks and beverages might taste good, they are often messy and lack the nutritional support needed for elevated gameplay. Modern gamers are looking for products that go beyond just a delicious taste. They desire products that support specific stages of gameplay, reflecting their unique needs during each phase.

Phases of Gameplay

Good Luck Have Fun

BENEFITS

**Mood | Alertness
Energy**

NEEDS

Gamer must get into the spirit of gaming, be **energized**, and **alert** prior to game play.



Player Vs. Player

BENEFITS

**Fuel | Focus
Stamina**

NEEDS

Gamer is actively gaming. This requires **fuel**, **stamina**, and **focus** for long periods of time.



Away From Keyboard

BENEFITS

**Replenish | Recover
Recharge**

NEEDS

Gamer steps away from their gaming console to **replenish**, **recover**, and **recharge** for next time.



Key Needs of the Gamer

Functional Benefits

- Immune Function
- Hydration
- Cognitive Support
- Joint Health
- Energy
- Eye Health
- Metabolic Health
- Mood
- Relaxation & Sleep
- Satiation

Product Features

- Easy to Consume
- Convenient
- Mess Free
- Nutrient Dense
- Flavorful



This is why ADM developed the Gamer Blend.

The Gamer Blend offers the right balance of ingredients to address gamers' nutritional needs while serving as a versatile base for a diverse array of performance-powering beverages and easy-to-eat snacks.

ADM Gamer Blend



Cognitive Support

Supports mental focus and promotes mental wellbeing.



Metabolic Health

Support aspects related to metabolic health, may aid in visceral fat loss and help control waist circumference.*



Joint Health

Provides support for occasional stiffness.

*Emerging evidence suggests that BPL1™ postbiotic may aid in visceral fat loss and help control waist circumference in combination with diet and exercise.

CONCEPT 1

Laser Focus Gummies

A tasty, chewable gummy designed for gamers. They will help you get “game ready” so you can focus, be ready to compete, and truly enjoy the gaming experience.

BENEFITS

Mood | Alertness | Energy

FEATURING

ADM's Gamer Blend

Good Luck Have Fun



CONCEPT 2

Power-Up Bites

Our new power-up bites are a convenient, chocolately snack designed to help gamers become energized and ready for gameplay.

BENEFITS

Mood | Alertness | Energy

FEATURING

ADM's Gamer Blend

Good Luck Have Fun



CONCEPT 3

Gamer's Fury Zip Stick

It's game on. You're in the zone. Gaming requires quick reflexes and split-second decisions, so having a steady energy supply is critical. Rip open a stick, pour it on your tongue, and enjoy!

BENEFITS

Fuel | Focus | Stamina

FEATURING

ADM's Gamer Blend

Player Vs. Player



CONCEPT 4

Overdrive Slam Bar

Built for gamers, this tasty, satisfying bar helps keep you going during gameplay when there's no time to push pause.

BENEFITS

Fuel | Focus | Stamina

FEATURING

ADM's Gamer Blend

Player Vs. Player



CONCEPT 5

Refresh & Refocus Beverage

This tropical punch flavored shake is designed to help gamers come down from the intensity and tension of gameplay. It's a well-deserved vacation in a glass.

BENEFITS

Replenish | Recover | Recharge

FEATURING

ADM's Gamer Blend

Away From Keyboard



CONCEPT 6

Unwind Chocolate Square

A delicious, dark chocolate treat designed just for gamers. They'll help you come down from the intensity and tension of gameplay — giving yourself a mental break to disconnect.

BENEFITS

Replenish | Recover | Recharge

FEATURING

ADM's Gamer Blend

Away From Keyboard





The Winning Team

Partner with us and discover what it means to create the next generation of nutritious, delicious, gamer-favorite solutions.



Active Nutrition Experts

Global leader in plant-based ingredients



Rapid Prototyping Process

We help you fine tune concepts based on proprietary consumer insights, transforming them into exceptional finished products



Comprehensive Ingredients Toolbox

Harness our vast expertise across all ingredient categories including proteins, flavors, colors, botanicals, sweeteners, pre-pro-postbiotics and more



Regulatory & Scientific Resources

Our team of experts provide robust guidance throughout the entire journey, setting up for a seamless launch



Visit adm.com/specializednutrition to get started.