

PR%F the Magazine

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spirits. wine. potatoes and libations. beverage industry news.

THE FUTURE OF FUNCTIONAL REFRESHMENT

MORE THAN A MOVEMENT... IT'S A REBELLION



As eye-catching “better-for-you” sodas reignite the cola wars, **PLANT POP®** is rewriting the script. It’s everything we loved about soda—refreshing and enjoyable—only now powered by plants your body craves. So, it must taste like lawn clippings? Don’t bet on it! Just bold and bubbly, clean, delicious, soulfully functional soda with purpose. No sugar. No caffeine. No medicinal aftertaste. No regrets.

PLANT POP® was created to bring joy of refreshment back to the beverage aisle without sacrificing wellness. This isn’t a one-dimensional beverage. This is a multi-function-forward soda that meets people where they are—across age, lifestyle, and dietary needs. Because once you know better, you want to drink better.

THE SODA POP FOR EVERY GENERATION

We're proud to be part of a growing wave of consumers who are rethinking what goes into their bodies—and what we offer the next generation. While most brands are still chasing the fiber-and-fizz trend, Plant Pop® was built to go deeper. Today's families face a wider spectrum of wellness needs: yes, gut health, but also stress, fatigue, mood, immunity, and cellular function.

PLANT POP® not only works for you on a **cellular level**, it delivers on **taste!** Because let's be honest: no one wants to sip a bottle of vitamins—or hand their child something that tastes like medicine. This isn't another niche wellness drink made just for fitness fans or cafes.

PLANT POP® is a guilt-free soda your entire family could enjoy. One that satisfies nostalgia, tastes amazing, and supports real health.

INGREDIENT SPOTLIGHT (PP5)

PLANT POP® isn't a bandwagon brand chasing the current "wellness" soda trend. It's a redefinition of the entire soda category—proof that health-forward beverages can deliver flavor, fun, and full-spectrum function. This is soda that works with your body!

Where other functional sodas stop at prebiotics, **PLANT POP®** takes a holistic approach—meaning "as a whole"—addressing a multitude of daily symptoms at the root cause, fatigue at the cellular level, lack of focus, digestion, stress, mood and immunity in every drink.

THE KEY?

A proprietary blend of clinically backed botanicals and bio-actives known as the **Plant Pop 5 (PP5)**:

Together, they form a functional holistic base that's GRAS-certified, and effective—without ever compromising on taste. Every ingredient was chosen not only for its function, but for how it fits into daily life. This is wellness without compromise—and refreshment without regret.

[CLICK HERE FOR MORE INFO ON INGREDIENTS](#)



PATENTED BIOENERGY® D-RIBOSE
Supports mitochondria with cellular fuel and active recovery

L THEANINE
Supports cognitive function and mental performance

JERUSALEM ARTICHOKE
Supports gut health, digestion and nutrient absorption

ASHWAGANDHA - KSM 66®
Supports mood and stress reduction

ELDERBERRY
Supports immune system



“WHAT SODA WAS ALWAYS MEANT TO BE”

Soda is woven into our culture—timeless, nostalgic, and deeply personal. It’s more than just a drink. It’s Friday night pizza. It’s the fizz at a school dance. It’s backyard barbecues, birthday parties, and after-school treats. But somewhere along the way, soda stopped evolving with us. It became stuck in a different time—one that didn’t account for how we live, eat, and care for ourselves today. Instead of offering better choices,

it’s offered bigger cans, louder labels, and more ways to mask the same old problem: empty indulgence. A crash in a can. A sugar bomb wrapped in nostalgia.

It’s time for a sparkling feel-good refreshment made for the way we live today. Because the memories should stay, the junk should go, and the things we love shouldn’t come with regret, they should be celebrated.

MORE THAN A MOMENT, THIS IS A MOVEMENT

PLANT POP® was created for mindful consumers, parents seeking better choices, label readers and people of all ages who believe what goes into the body should reflect the values they’re building a life around. Because the joy of soda should never come with a compromise.

The best products don’t chase trends—they solve real needs. From the very beginning, this wasn’t a product pitch—it was a company’s personal pledge. A soda built with trust, crafted for the whole family, and rooted



in the belief that joy and health can—and should—exist in the same bottle.

Functional sodas are no longer fringe—they’re foundational. Today’s consumers, especially Millennials and Gen Z, are done settling for synthetic sweeteners, sugar crashes, and hollow claims. They’re choosing, transparent sourcing, and wellness that works. Plant Pop® doesn’t just meet that demand, it brings feel-good fizz wherever life happens—This is soda with purpose. **THIS IS PLANT POP®.**



SOUL OF THE SODA



PLANT POP® Founder and CEO, Scott Strader, has been building wellness brands for the last 25 years. Scott understands the science and soul behind crafting a healthy beverage with functional ingredients.

"The best products don't start with profit—they start with a problem, a pressing need," says Scott Strader. **"PLANT POP®** didn't begin in a boardroom. It began with a simple realization: there wasn't a single soda that was clean, functional, and enjoyable enough to share with the people I care about most. Conversations with mothers, health advocates, and mindful consumers helped sharpen that clarity. That's when the mission came into focus—and **PLANT POP®** was born."

Scott's path to creation began long before **PLANT POP®**. As an accomplished actor and musician, he spent years using art to move people emotionally. That same instinct—to create something lasting and meaningful—now lives at the heart of his work in wellness.

His most recent venture, **Lotus Plant Power®**, was inspired by ancient plant



**POP IT!
DRINK IT!
FEEL IT!**

ROOTED IN NATURE

wisdom and the spiritual symbolism of the lotus flower. The brand quickly grew into a beloved name in the functional beverage space, known for its innovation, efficacy, quality, and plant-powered purpose, to transcend today's energy drinks with a healthier option.

While **LOTUS** and **PLANT POP®** are independent companies, they share the same heartbeat: elevating everyday choices with plant-powered intention. Scott took everything he'd learned—about formulation, sourcing, and soul—and applied it to a new kind of challenge: soda with purpose.

"Wellness isn't just about what we consume—it's about how we live," Scott says. *"We must not only be good stewards not only to ourselves, but of one another. I've made it my responsibility to offer better-for-you beverages held to the highest standards—for anyone seeking something more,"* Strader remarks.

PLANT POP® is the result.

A clean, delicious, multi-functional soda—designed not just to be consumed, but to be shared.



ANYWHERE. ANYTIME. ANYWHERE YOU POUR IT

PLANT POP® has the unique availability on all dispensing formats, not only RTD cans, but also pump & serve concentrates, soda dispensers, frozen drink machines, at dispensed beverage margins, it's soda pop made scalable. Whether enjoyed at home, at your favorite café, or on tap at a wellness retreat, or on a soda fountain. It brings feel-good fizz to any

setting. This is indulgence made clean. A beverage that satisfies the moment and the mission. Whether it's your child's treat at a birthday party or your own moment of pause mid-afternoon, **PLANT POP®** lets everyone take part—without compromise. The things we enjoy shouldn't come with regret; they should make life a little easier and more fun!

THE RISING TREND OF “DIRTY SODA”

A viral trend mixing traditional soda with added creamers and flavor shots—proved something important: people want customization and fun. But they also want to feel good about what they're drinking. **PLANT POP®** honors that same spirit of creativity, only without sugar and caffeine with the ability utilize our products in all dispensing formats with or without

cans. Whether poured over ice, blended into a float, or sipped straight from the can, **PLANT POP®** delivers refreshment that's crave-worthy, fully customizable, and clean. It's everything you want and everything you need in a soda. A drink rooted in joy, crafted with care, and specifically designed to integrate with real life.



**SPACE - SPEED - EFFICIENT
DISPENSING SYSTEMS & CANS**



POP IT! DRINK IT! FEEL IT!

MEET OUR TEAM

For us, this isn't just about creating a better soda—it is our mission to raise the bar to the gold standard for what families should expect from their beverages. It is our commitment to bring the joyful wellness of soda to every table, every occasion, at any age. **This is PLANT POP®.**



Scott has continued to strengthen his already capable core team—Hannah Lain and Alayna Alberts—by bringing on a group of handpicked industry veterans to support national expansion.

Craig Powers joined Lotus in December 2024 as Senior Vice President of Sales and Distribution. A seasoned operator, Craig brings experience from his time at Red

Bull and was instrumental in scaling Congo Brands, home to Alani and Prime.

Joe Huntowski is the newest addition to the team, serving as Director of the East. Joe spent over a decade helping build VPX (Bang/Redline) into a billion-dollar brand before leading Congo Brands' distribution efforts across the Midwest.

Rounding out the team, Jimmy Gutierrez has stepped in as a senior advisor to the leadership group. Jimmy played a key role in the national launch of Alani and Prime and brings more than 15 years of experience managing key accounts, fitness channels, and vending strategy across multiple high-growth beverage brands.

DRINK BETTER. LIVE BRIGHTER.

We didn't just embark to create a me-too soda. We raised the standard for how beverages show up in our lives. Because it's not just about what's in the can—it's about what it means.

It means no more standing on the sidelines while others indulge.

It means no more compromise at the birthday party, at the team banquet, or the family table.

It means feeling good about what you hand your child—and what you grab for yourself at 3PM.

PLANT POP® was made for people who read the label. Who pay attention. Who care. And who believe, like we do, that wellness should feel good—without guilt, without guesswork, and without the need to trade enjoyment for function.

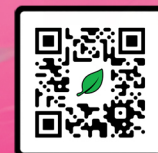
We're not here to join the better-for-you conversation. We're here to shift it.

This is about soda that meets you where you are and lifts you just a little higher. About beverages that fit into real life—and help real life feel better. Whether you're chasing toddlers or chasing deadlines, balancing a grocery list or a startup, **PLANT POP®** is here to make the moment a little lighter, a little brighter, and a whole lot more delicious.

**SO HERES TO WHAT COMES NEXT-
for your fridge, your family, and your future.**

**A new kind of soda. A new kind of standard.
A new kind of joy.**

**This is just the beginning. PLANT POP® Pop it!
Drink it! Feel It!**



SCAN FOR
MORE INFO

**PLANT POP® IS A DELICIOUS MULTI-FUNCTIONAL SODA,
POWERED BY PLANTS TO AWAKEN THE HUMAN SYSTEM.**

POP IT! DRINK IT! FEEL IT!

DRINKPLANTPOP.COM

