



Multi-award-winning **natural nitrate products** made from concentrated beetroot juice and used by the world's sporting elite for athletic performance.



Our story

We started bottling beetroot juice in 2005 and have been supplying beetroot juice for research into dietary nitrate supplementation since 2008.

We now supply over 300 universities and 150 professional sports teams worldwide, as a natural source and controlled dose of dietary nitrate.



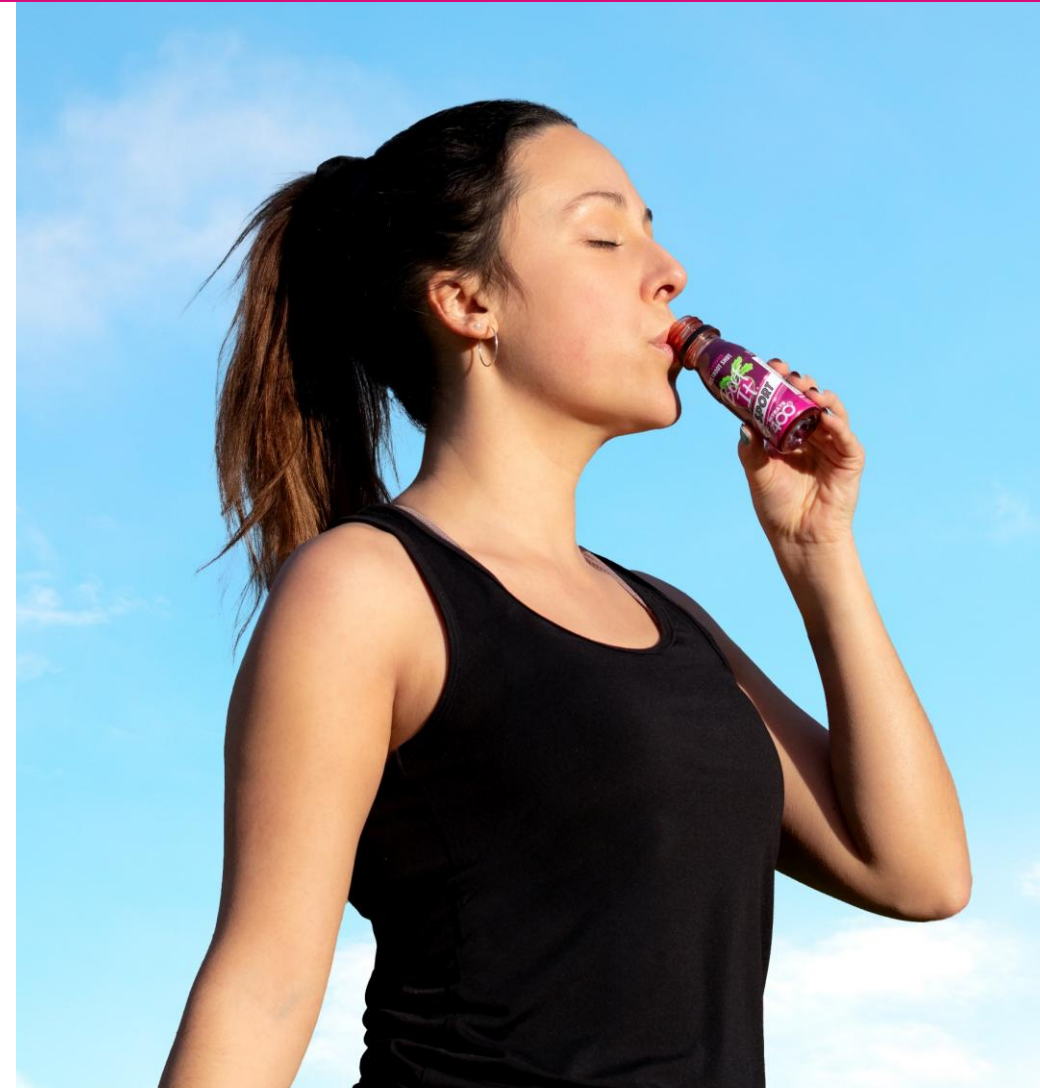
RSV brand



Growth in
2024 vs 2023



Distributors
worldwide



EUROPEAN SPECIALIST
SPORTS NUTRITION AWARDS

2020 BEST SPORTS
DRINK **WINNER**

2020 BEST PRE-WORKOUT
PRODUCT **WINNER**

The science behind nitrates

A key effect of dietary nitrate is that it **reduces the oxygen demand of exercise**, meaning the muscles need less oxygen to maintain a given work rate, thereby improving exercise efficiency, fatigue resistance and exercise performance.

In 2018, the International Olympic Committee reported that dietary nitrate supplementation is associated with up to:

25%
↑

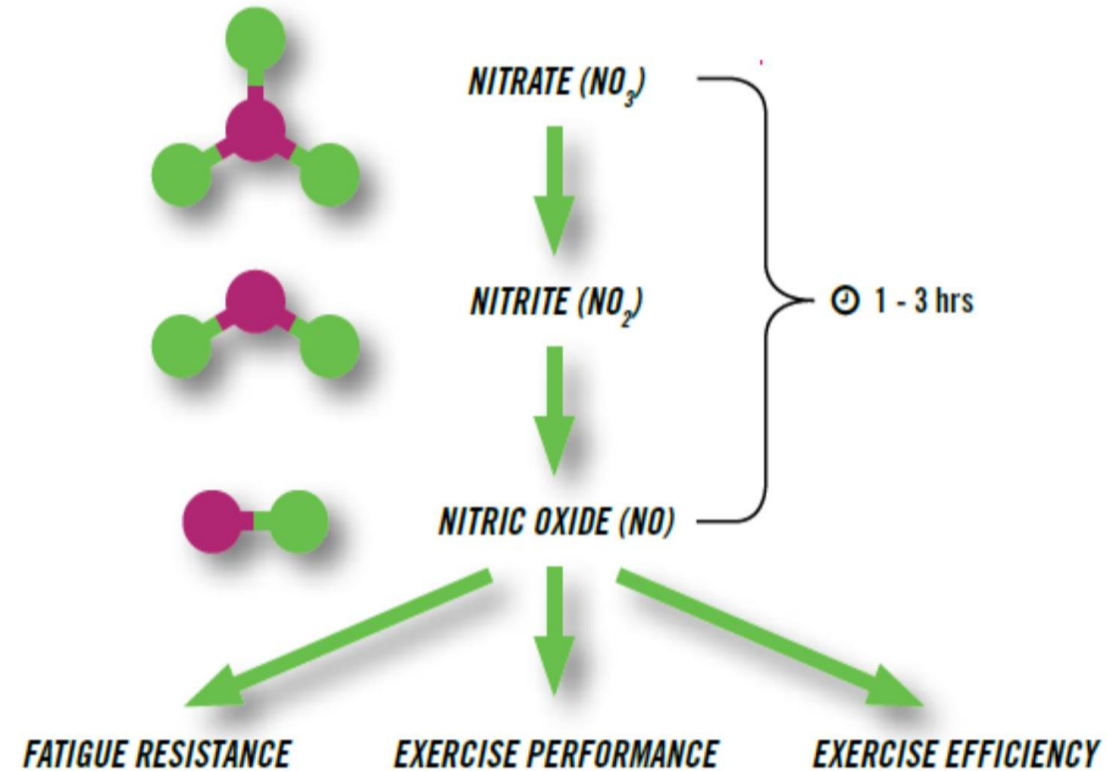
Time to
exhaustion

5%
↑

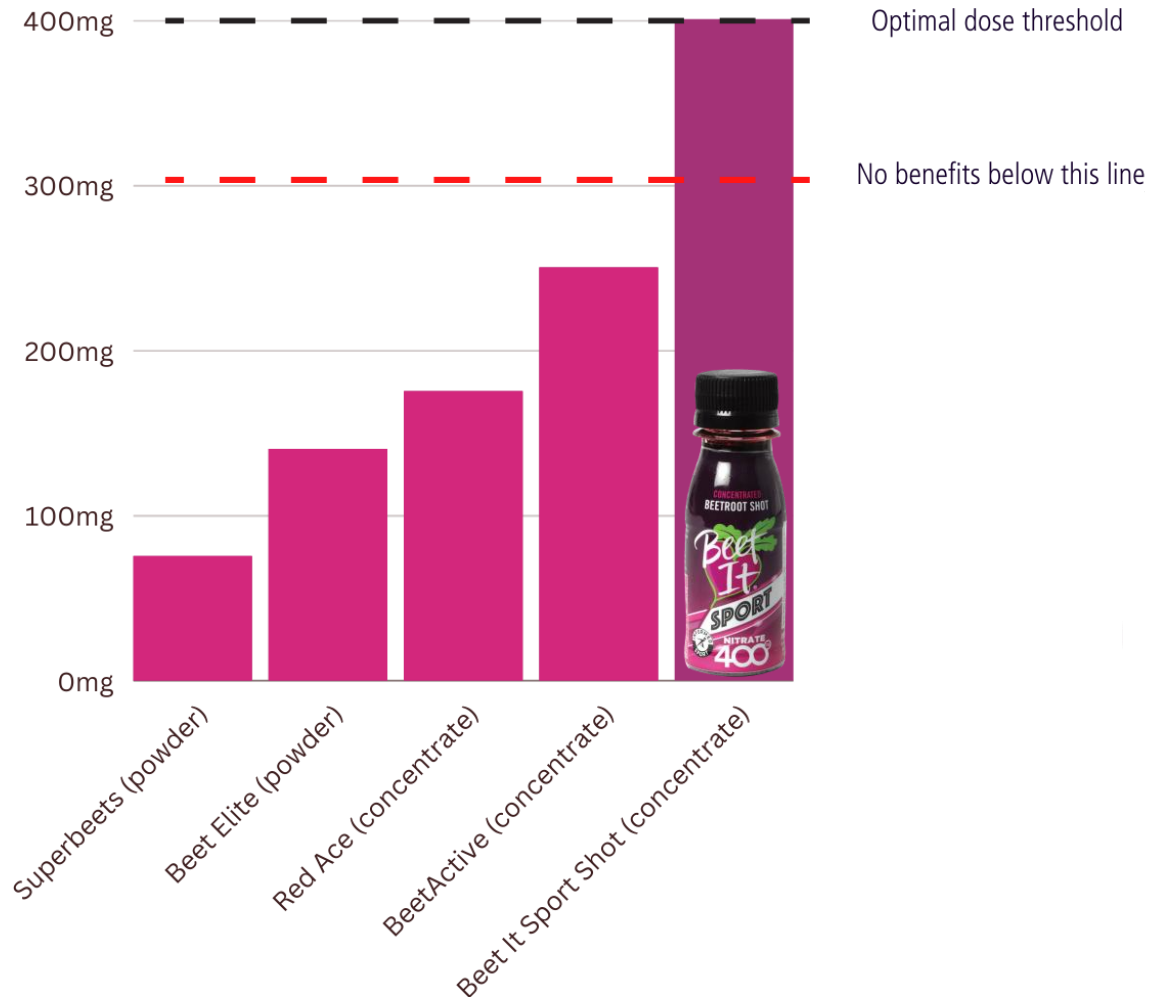
Sprint
performance

3%
↑

Time-trial
performance



Nitrate content of beetroot products



Most beetroot juice products marketed to athletes contain little-to-no dietary nitrate – thus offer minimal, if any, performance benefit.

Our **Beet It Sport Nitrate 400 shot** has been independently shown to be the only concentrated beetroot juice on the market to provide a **consistent**, and **adequate dose** of **dietary nitrate** per serving.

Nitrate 400

Our multi-award-winning **Nitrate 400 shot** guarantees a dose of 400mg of dietary nitrate in a convenient, ready-to-drink 70ml shot. It is trusted by over 150 pro sports teams and tested by over 300 universities around the world.

400

mg

Nitrates

2

Ingredients

100

%

Natural

 Gluten free

 Vegan

 Tested by research

 Informed Sport

Ingredients: beetroot juice concentrate (98%), lemon juice, from concentrate (2%)

WINNER
NUTRA
INGREDIENTS USA
AWARDS 2022

WINNER
NUTRA
INGREDIENTS USA
AWARDS 2024



Nitrate 3000

Our super concentrated **Nitrate 3000** provides 7.5 x 33ml servings of 400mg of dietary nitrate (3,000mg of nitrate per 250ml bottle). Dilute each serving with water, fruit juices or smoothies – great value and keeps for 21 days once opened when kept refrigerated.

400

mg

**Nitrates
per serving**

7.5

x

**Servings
per bottle**

100

%

**Concentrated
beetroot juice**



Gluten free



Vegan



All-natural



Informed Sport

Ingredients: concentrated beetroot juice (100%)



Energy Gel Top Up 100

Our new concentrated beetroot **Energy Gel Top Up 100** is great tasting and delivers a “top-up” dose of 100mg of nitrate and 30g of fast-absorbing carbohydrate (2:1 glucose-to-fructose ratio) – a cleaner, more functional energy gel!

100
mg

Nitrates

30g

Carbs

2:1

Ratio



Great taste



Gluten free



Vegan



All-natural



Informed Sport

Ingredients: brown rice syrup, agave syrup, beetroot juice concentrate, lemon juice (from concentrate), acidifier (citric acid)



Why “top up” with nitrate?

The **Energy Gel Top Up 100** has been inspired by recent research out of the University of Exeter*, which discovered that consuming Beet It Sport concentrated beetroot juice before **and during** prolonged exercise led to the following additional benefits versus consuming before alone:



Maintained blood levels of nitrate and nitrite



Reduced the rate of muscle glycogen depletion by 24% (i.e., glycogen-sparing effect)



Better maintained the benefits of nitrate for exercise performance (i.e. lowered oxygen cost)



*Tan, R, Wylie, LJ, Thompson, C et al. Beetroot juice ingestion during prolonged moderate-intensity exercise attenuates progressive rise in O2 uptake. J Appl Physiol. 2018; 124: 1254-1263.

How are we different?



- ✓ 30g carbs ✓
- ✓ 2:1 glucose-to-fructose ✓
- ✓ Controlled dose of nitrate ✗
- ✓ All natural ingredients ✗
- ✓ Research-backed ✗
- ✓ Great taste ✗



A cleaner, more functional energy gel.

When to consume our nitrate products?

The ultimate **nitrate dosing guidelines** for prolonged endurance exercise

Consume 1 or 2 shots per day for up to six days before race day.



DAY 1 DAY 2 DAY 3 DAY 4 DAY 5

Days before

Consume 1 or 2 shots 2-3 hours before exercise.



-3

-2

-1

0

1

2

3

4

Hours before

Consume 1 or 2 “top-up” gels per hour of exercise, depending on duration and intensity



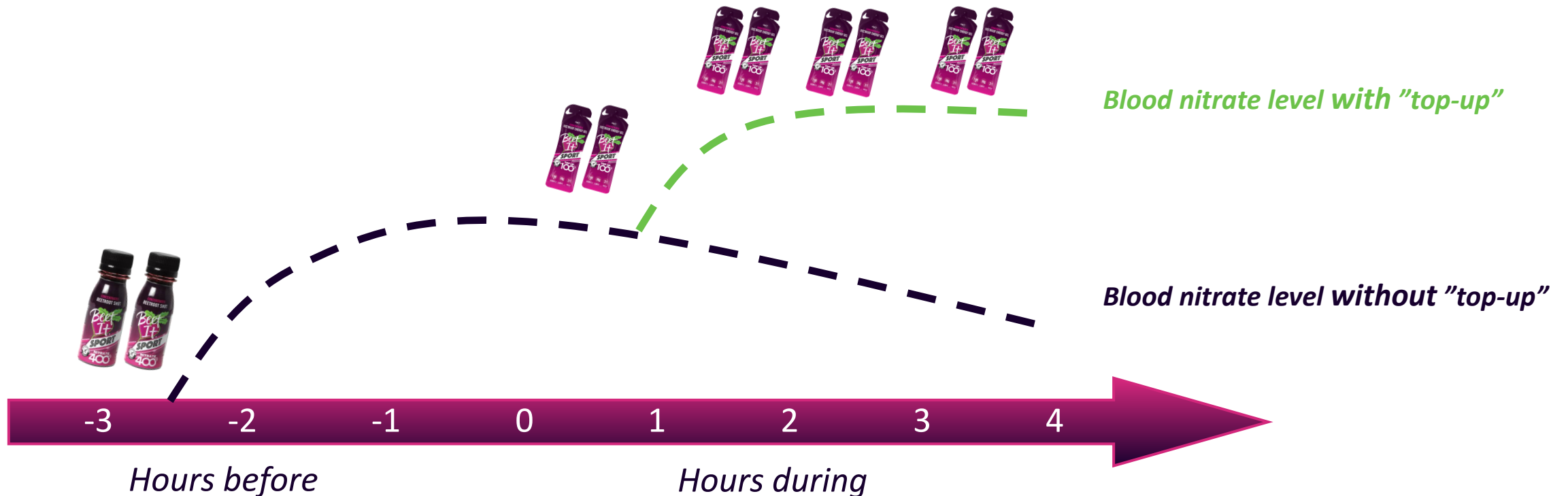
Hours during

R
A
C
E

D
A
Y

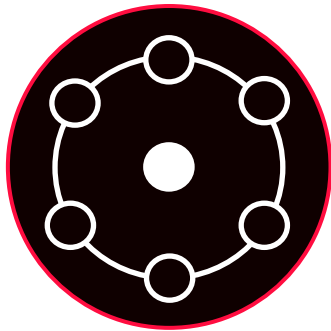
What is the science behind the 'top up' dose?

- ↓ **Without** a "top-up" dose during exercise, blood nitrate levels have been shown to **decrease by 16%** at 90 mins during exercise
- ↑ **With** a "top-up" dose during exercise, blood nitrate levels have been shown to **increase by 41%** at 90 mins during exercise
- 🏃 A "top-up" dose during exercise **better maintains the benefits** of nitrate for exercise performance (i.e. lowered oxygen cost)



Regen Cherry⁺

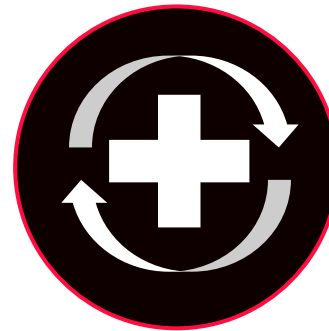
Our **Regen Cherry shot** is a **novel recovery shot** providing a combination of **antioxidants** from concentrated sour cherry juice and concentrated beetroot juice in a ready-to-drink 70ml format.



Antioxidants



Natural



Recovery



Great taste



Gluten free



Vegan



All-natural



Informed Sport

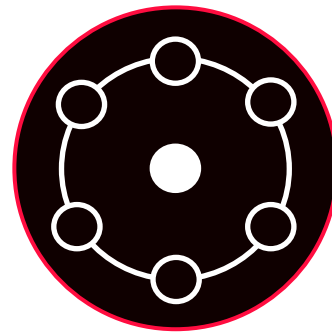
Ingredients: sour cherry juice concentrate (58%), beetroot juice concentrate (42%)



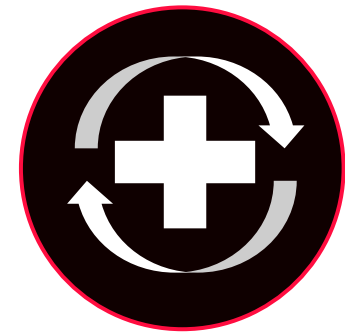
The science behind Regen Cherry⁺



According to the International Olympic Committee, sour cherry juice concentrate has been shown to have **anti-inflammatory effects**, including reduced symptoms of, or **enhanced recovery**, from **muscle damaging exercise** (i.e., delayed on muscle soreness).



Antioxidants



Recovery

When to consume Regen Cherry⁺ with Nitrate 400?

Beet It Regen Cherry⁺ is a **recovery** product, designed to be consumed in the days before and after exercise. It should be consumed in conjunction with **Beet It Sport Nitrate 400**, which is designed for performance as opposed to recovery.



Who is our target consumer?

We supply over 150 professional sports teams around the world, including over 20 NFL teams, teams in cycling's UCI World Tour and International Rugby Union, but our core target consumers are **endurance sport enthusiasts**.



Endurance



Team Sports



Strength & Power



Thank you

