



PUMPED UP PROTEIN GELATO



Creamy, smooth, and true to authentic Italian tradition, our “Pumped Up” gelato delivers 10g of protein per serving (**one of the highest in the market**) with zero chalkiness and full indulgence. Available in a traditional gelato recipe or a no sugar added variation. It’s **perfectly balanced** to satisfy today’s demand for **flavor and function**.

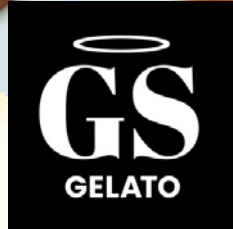
Brand	Protein/Serving	Calories/Serving	Sugar/Serving
G.S. Gelato <i>Authentic Gelato</i>	10g	160	16g
G.S. Gelato <i>No Sugar Added</i>	10g	120	4g
Swoop	11g	146	11g
Protein Pints	10g	120	4g
Parad’Ice (NSA)	10g	90	4g
Blue Bell Pro (NSA)	9g	88	5g
Whoa Mama Gelato	8g	161	12g
Skinny Cow	8g	123	12g
Thrive Gelato	7g	204	25g
Halo Top	5g	106	8g

Serving sizes standardized to 90g for each brand for comparison purposes.

The U.S. high-protein ice cream category is projected to grow **10.9%** annually from \$1.85 billion in 2025 to \$3.45 billion by 2032!



10g
PROTEIN/
SERVING



PUMPED UP VANILLA GELATO

Consumers are leveling up their protein expectations, and Pumped Up Gelato is rising to the occasion! With **one of the highest protein counts on the market**, both the classic Italian recipe and the no sugar added version deliver 10g of protein in every velvety serving. **Perfectly balanced with no chalky aftertaste.** Brava!

AUTHENTIC GELATO

Nutrition Facts			
3 servings per container			
Serving size		2/3 cup (90g)	
	Per Serving	Per Container	
Calories	160	470	
	% DV*	% DV*	
Total Fat	5g 7%	16g	21%
Saturated Fat	3.5g 16%	10g	49%
Trans Fat	0g	0g	
Cholesterol	45mg 15%	130mg	44%
Sodium	75mg 3%	230mg	10%
Total Carbohydrate	16g 6%	48g	18%
Dietary Fiber	0g 0%	1g	2%
Total Sugars	16g	48g	
Incl. Added Sugars	11g 23%	34g	68%
Protein	10g 20%	30g	60%
Vitamin D	0.7mcg 4%	2.1mcg	10%
Calcium	130mg 10%	400mg	30%
Iron	0.2mg 2%	0.6mg	4%
Potassium	180mg 4%	550mg	10%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

NO SUGAR ADDED

Nutrition Facts			
3 servings per container			
Serving size		2/3 cup (90g)	
	Per Serving	Per Container	
Calories	120	360	
	% DV*	% DV*	
Total Fat	5g 7%	15g	20%
Saturated Fat	3g 14%	9g	43%
Trans Fat	0g	0g	
Cholesterol	65mg 21%	190mg	64%
Sodium	60mg 3%	180mg	8%
Total Carbohydrate	17g 6%	52g	19%
Dietary Fiber	3g 10%	8g	29%
Total Sugars	4g	13g	
Incl. Added Sugars	0g 0%	0g	0%
Protein	10g	30g	
Vitamin D	0.7mcg 4%	2.2mcg	10%
Calcium	130mg 10%	390mg	30%
Iron	0.3mg 2%	0.8mg	4%
Potassium	180mg 4%	530mg	10%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Ingredients: Milk, Cane Sugar, Whey Protein Concentrate, Egg Yolk, Coconut Oil, Sodium Caseinate, Vanilla Extract, Monoglycerides, Carob Gum, Vanilla Beans, Guar Gum, Natural Flavors.

CONTAINS: MILK, EGG

Ingredients: Milk, Allulose, Whey Protein Concentrate, Egg Yolk, Chicory Root Fiber, Glycerin, Soluble Corn Fiber, Vanilla Extract, Sunflower Lecithin, Carob Gum, Guar Gum, Monk Fruit Extract, Vanilla Beans, Natural Flavors.

CONTAINS: MILK, EGG