



DIGITAL PRESS KIT

FUEL THE FLEX • 2026 EDITION

"Your Body is a Temple, Fuel it Like One."

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The fast facts



THE ONE-LINER

Flex Foods makes clean, high-protein snacks for people who train hard, live full and refuse to choose between flavor and fuel.

THE NUMBERS

- **FOUNDED:** 2026 in Vancouver, Canada
 - **PRODUCT LINES:** 7 — Chips, Bricks, Crispies, Preload Beverages, Recovery Beverages, Smoothies, Ice Cream
 - **SKUs:** 26 across the portfolio
 - **DISTRIBUTION:** DTC + Canadian specialty retailers and grocers (2026 expansion)
- PROMISE:** Real food. Real protein. Real flex.

PRESS POSITIONING

Flex Foods is the first protein snack brand built end-to-end for the modern athlete — gym-built credibility, dessert-aisle flavor, grocery-aisle accessibility.

Why we exist

THE MANIFESTO

Your body is a temple. Fuel it like one.

We grew up being told that healthy snacks meant cardboard, and that indulgence meant guilt. We refused that trade. Flex Foods was born to break it — protein-rich, clean, ridiculously flavorful snacks built for people who want everything: the macros AND the moment.

THE TURNING POINT

In 2026, after a decade of grinding through bland protein bars and chalky shakes, our founder set out to build the snack he actually wanted to eat on the way home from the gym. Chips that crunched. Ice cream that didn't apologize. Drinks that actually delivered. Flex Foods is what came out of that need.

TODAY

We make 7 product lines and 26 SKUs across snacks, drinks and frozen — every one engineered around three rules: clean ingredients, real protein, unforgettable flavor. We sell direct, we ship across Canada, and we are scaling fast.

Karthik Ram

CEO & FOUNDER

Karthik Ram is the founder and CEO of Flex Foods Canada Ltd.

A lifelong sports-buff, professional engineer and self-confessed snack obsessive, Karthik built Flex Foods to solve a problem he could not stop hitting: every "healthy" snack on the shelf tasted like compromise.

After two decades of building and scaling manufacturing companies, he pivoted, set up shop in a Vancouver test kitchen, and started developing recipes with high-performance dietitians and food scientists. Two years later Flex Foods launched with three SKUs.

Today the portfolio spans seven product lines.

Karthik holds an M.Eng. from the University of British Columbia and an MBA from the Sauder school of business. He still trains three to four days a week, is active in organised sports, mostly so he has an excuse to test his own products.



karthik@flexfoods.ca | 1-888-FLEXFOODS

What we stand for

MISSION

To fuel the next generation of amateurs, athletes, ambitious humans and Friday-night flexers with clean, high-protein snacks, beverages and desserts that taste better than the indulgent version of themselves.

VISION

Every human body is treated like a temple and fuelled like one

VALUES

- **FUEL FIRST** — every product earns its macros
- **FLAVOR ALWAYS** — we never ship something we wouldn't crave
- **REAL INGREDIENTS** — short labels, real names, no junk
- **EARN THE FLEX** — we ship what we promise, on time
- **BUILT TOGETHER** — community over followers



THE FLEX FOODS MARK

Bold stacked wordmark with an integrated flexing bicep (LH & RH) —literally the brand promise in one glyph.

Always pair with the tagline "FUEL THE FLEX".

Clear-space minimum: 0.5 × cap height on all sides.
Minimum print size: 0.5 inch wide.

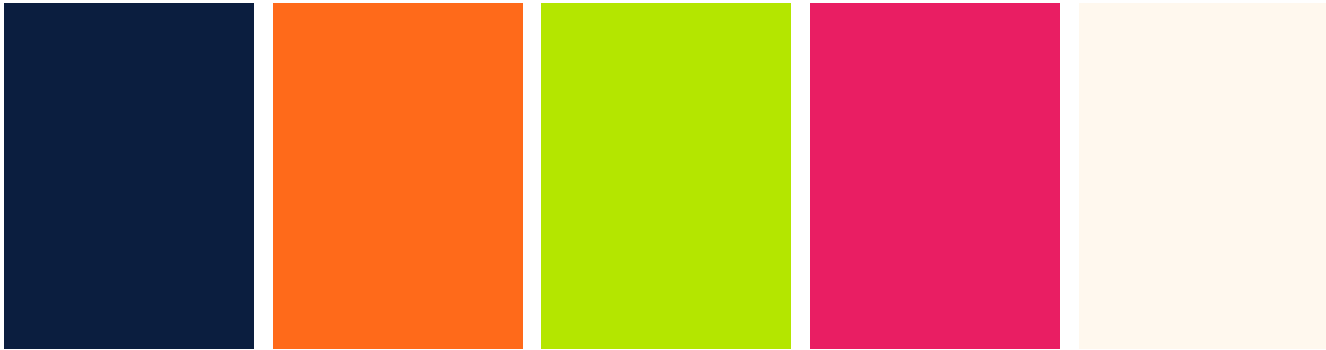


YOUR BODY IS A TEMPLE. FUEL IT LIKE ONE.

06 — COLOR PALETTE & TYPOGRAPHY

How the brand sounds in pixels

FLEX FOODS — FUEL THE FLEX



NAVY

#0B1E3F
Primary surface

ORANGE

#FF6A1A
Primary accent

LIME

#B4E600
Energy accent

MAGENTA

#E91E63
Secondary accent

CREAM

#FFF8EE
Soft background

TYPOGRAPHY

HEADLINES: HELVETICA BOLD

Body: Helvetica Regular — clean, athletic, no nonsense.

How we talk

VOICE PILLARS

- **BOLD** — we do not apologize for being loud
- **HONEST** — we publish macros, not marketing fluff
- **PLAYFUL** — gym jokes, not gym snobbery
- **INCLUSIVE** — every body that wants to flex is welcome

TAGLINES IN ROTATION

- FUEL THE FLEX
- YOUR BODY IS A TEMPLE. FUEL IT LIKE ONE.
- REAL FOOD. REAL PROTEIN. REAL FLEX.
- EARN THE SNACK. ENJOY THE WIN.

THINGS WE NEVER SAY

- "Guilt-free" (we don't do guilt)
- "Cheat day" (every day is a Flex day)
- "Skinny" (not the goal — strong is)

08 — PRODUCT PORTFOLIO

7 lines • 26 SKUs

FLEX FOODS — FUEL THE FLEX



FLEX CHIPS



FLEX BRICKS



FLEX CEREALS



FLEX JERKY



FLEX RECOVERY



FLEX SMOOTHIES



FLEX CRISPIES



PRELOAD FLEXTAILS



FLEX ICE CREAM



FLEX CRAVINGS

09 — PROTEIN NACHO CHIPS (28G BAGS)

Crunch hard. Flex harder.

FLEX FOODS — FUEL THE FLEX



SKU LINEUP

California Limon

Zesty lime + sea salt. The post-leg-day reset.

15g Protein • 140 Cal • 4g Fat • 12g Carbs

Tikka Masala

Bold Indian spice in every triangle.

15g Protein • 140 Cal • 4g Fat • 12g Carbs

Smokey BBQ

Slow-smoked flavor, fast-twitch fuel.

15g Protein • 140 Cal • 4g Fat • 12g Carbs

10 — PROTEIN BRICKS

FLEX FOODS — FUEL THE FLEX

Heavy on protein. Heavier on flavor.



SKU LINEUP

Chocolate Forge

Dark cocoa meets molten gains.

20g Protein • 200 Cal • 8g Fat • 18g Carbs

Peanut Power

Real peanut butter, real recovery.

20g Protein • 210 Cal • 9g Fat • 17g Carbs

Salted Caramel Crush

Sweet, salty, ridiculous.

20g Protein • 205 Cal • 7g Fat • 19g Carbs

Berry Blast

Antioxidant ammo in every bite.

20g Protein • 195 Cal • 6g Fat • 20g Carbs

11 — PROTEIN CRISPIES CEREAL

FLEX FOODS — FUEL THE FLEX

Breakfast that bench-presses back.



SKU LINEUP

Cocoa Crunch

Chocolate cereal with grown-up macros.

18g Protein • 130 Cal • 3g Fat • 14g Carbs

Cinnamon Surge

Sweet heat to start the day.

18g Protein • 130 Cal • 3g Fat • 14g Carbs

Vanilla Vault

Smooth, classic, locked-in.

18g Protein • 130 Cal • 3g Fat • 14g Carbs

12 — FLEX JERKY

FLEX FOODS — FUEL THE FLEX

Real meat. Real protein. Real flex.



SKU LINEUP

Original Beef

Clean-cut, slow-smoked classic.

14g Protein • 80 Cal • 1g Fat • 3g Carbs

Honey Sriracha

Sweet first. Heat after.

14g Protein • 85 Cal • 1g Fat • 4g Carbs

Korean BBQ

Umami-packed, gym-bag ready.

14g Protein • 85 Cal • 1g Fat • 4g Carbs

13 — RECOVERY DRINKS (12 FL OZ Bottles)

Hydrate. Rebuild. Repeat.

FLEX FOODS — FUEL THE FLEX



Dessert in a bottle without the dessert damage. 20g protein.

NUTRITION (per serving):

Per 450ml bottle: 110 Cal • 20g Protein • 3g Sugar

AVAILABLE FLAVORS

- Proffucino
- Strawberry Cheesecake
- Malt
- Java Chip
- EspressoPro
- Pistachio
- Vineyard Brew

14 — SMOOTHIES (15 FL OZ)

FLEX FOODS — FUEL THE FLEX

Drinkable gains. Whole-food clean.



Dessert in a bottle without the dessert damage. 20g protein.

NUTRITION (per serving):

Per 450ml bottle: 110 Cal • 20g Protein • 3g Sugar

AVAILABLE FLAVORS

- Proffucino
- EspressoPro
- Strawberry Cheesecake
- Pistachio
- Malt
- Vineyard Brew
- Java Chip

15 — ICE CREAM SANDWICHES (2-PACK)

FLEX FOODS — FUEL THE FLEX

Dessert that delivers.



SKU LINEUP

Movie Night

Vanilla + chocolate-candy pieces. Friday-night fuel.

12g Protein • 180 Cal • 6g Sugar

London Fog

Earl Grey + vanilla. Sophisticated swole.

12g Protein • 175 Cal • 7g Sugar

Brown Butter Pecan

Toasted, buttery, ridiculous.

12g Protein • 185 Cal • 7g Sugar

Moon Mist

Mint with chocolatey crackle. Cool flex.

12g Protein • 180 Cal • 6g Sugar

Lemon Poppy Seed

Bright citrus dessert that works for you.

12g Protein • 170 Cal • 6g Sugar

Pistachio Kulfi

South-Asian classic, North-American macros.

12g Protein • 185 Cal • 7g Sugar

How Flex Foods lives in the world



Built in Canada, built right



OUR FACILITY

Flex Foods products are made in our SQF-certified, allergen-controlled production partner facility in Burnaby, BC. Every batch is tested for macro accuracy and microbial safety before it ships.

QUALITY STANDARDS

- SQF Level 2 certified manufacturing
- Third-party lab tested macros on every lot
- Allergen segregation for nut and dairy lines
- Cold-chain certified for frozen and refrigerated lines

INGREDIENTS PHILOSOPHY

We use real, recognizable ingredients. If we wouldn't put it in our own body, it doesn't go in the bag. No artificial colors. No high-fructose corn syrup. No synthetic preservatives.

Earn the planet, too

PACKAGING

- Recyclable mono-material film for all snack bags by Q4 2027
- PCR-content paperboard cartons today
- Aluminum cans for FlexTails and glass bottles for recovery drinks — infinitely recyclable

SOURCING

- Cage-free proteins
- Grass-fed beef for FlexTails jerky
- Sustainably-farmed coffee for Smoothies and cocoa for Brick and Ice Cream lines

CARBON

We measure end-to-end carbon footprint per SKU and publish reductions annually. 2027 target: -6% per unit shipped vs 2025 baseline.

Who we feed

PRIMARY AUDIENCE

Active adults 22-45 across Canada and the Western US who train 3+ days a week and refuse the "healthy vs delicious" trade-off.

SECONDARY AUDIENCE

Busy professionals and parents looking for high-protein, clean-label convenience that actually tastes like the indulgent version.

CATEGORY OPPORTUNITY

High-protein snacking is the fastest-growing segment in salty snacks, frozen dessert and ready-to-drink — projected 18% CAGR through 2029 (NielsenIQ Canada).

COMPETITIVE EDGE

- **Only brand spanning chips → dessert with consistent macro architecture**
- **Founder-led brand voice resonates with Gen Z and Millennial athletes**
- **Canadian-made, English-first packaging across all SKUs**

RECENT MENTIONS

- **Featured:** Strategy Magazine — "Brands to watch" (2026)
- **Featured:** Toronto Life — "The new Canadian CPG founders" (2026)
- **Selected:** SIAL Canada 2026 — Innovation finalist (Snacks)
- **Winner:** Best New Protein Snack — FitFest Toronto 2026

CUSTOMER VOICE

"Best chip I have ever crushed post-workout — and the protein actually hits." — @gym_jess

"Finally an ice cream sandwich I can eat without rebuilding my macros." — @lift.with.j

"The Tikka Masala chips are dangerous. I cannot keep them in the house." — @chefkari

Where to find us

DIRECT-TO-CONSUMER

www.flexfoods.ca — free shipping in Canada on orders \$60+. Subscribe-and-save unlocks 15% off and early access to new SKUs.

RETAIL (CANADA)

- Specialty grocery: Pusateri's, Summerhill Market, Whole Foods (select stores)
- Fitness clubs: GoodLife Fitness pilot in BC & Ontario (Q1 2027)
- University & corporate cafés: 80+ locations

RETAIL (UPCOMING)

- US northeast launch: Q1 2027
- Costco Canada SKU rotation: in discussion

Let's build something

WHAT WE'RE OPEN TO

- Co-branded LTOs with gyms, fitness studios and athletes
- Sponsorship of grassroots fitness events and run clubs
- Custom corporate gifting at 50+ unit minimums
- University NIL collaborations
- Retailer-exclusive flavors

THE PROCESS

Email partnerships@flexfoods.ca with your audience size, region and proposed activation. We respond within 5 business days.

Join the flex

HANDLES

- Instagram: @flexfoods #FuelTheFlex
- TikTok: @flexfoods
- YouTube: @flexfoods
- LinkedIn: /company/flexfoods

COMMUNITY HASHTAGS

#FuelTheFlex #FlexFoods #YourBodyIsATemple #FlexFam #ProteinSnacks #CleanFuel

OUR PROMISE TO CREATORS

We reply to every DM. We pay every collaborator. We always send the boxes when we say we will.

The questions we get most

WHO OWNS FLEX FOODS?

Flex Foods is a founder-led private company. Karthik Ram is sole founder and CEO. Angel-funded to date.

WHERE ARE PRODUCTS MADE?

Burnaby, BC — SQF Level 2 certified facility.

ARE PRODUCTS THIRD-PARTY TESTED?

Yes. Every production lot is independently tested for macros and microbial safety.

VEGAN / GLUTEN-FREE OPTIONS?

Smoothie Green Machine and Vineyard Brew are plant-protein, vegan certified. Nacho Chips, FlexTails (excluding ingredients), Recovery Drinks and select Crispies are gluten-free. Full allergen index available on request.

HOW DO I GET PRODUCT SAMPLES?

Email press@flexfoods.ca with your outlet, shipping address and editorial timeline. We ship within 3 business days.

Get in touch

PRESS CONTACT

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press@flexfoods.ca

1-888-FLEXFOODS

www.flexfoods.ca

Instagram: @flexfoods #FuelTheFlex



SCAN TO VISIT FLEXFOODS.CA

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