

Sponsor Bios



1st Phorm

1st Phorm is a premium nutrition brand focused on creating convenient, great-tasting products that help people hit their health and fitness goals. Its protein bars deliver high-quality protein in soft-baked, indulgent flavors. Its meat snacks offer clean, high-protein fuel with no added sugar, using USA-raised beef and pork. And its energy drinks provide smooth, sustained energy with zero sugar and added focus ingredients. Across all categories, 1st Phorm emphasizes quality, flavor, and real results.

<http://1stphorm.com>



All Labs, Inc.

All Labs, Inc. is dedicated to optimizing daily performance through clean, innovative delivery systems. As the creators of AllDay Energy Spray, they have revolutionized how we approach vitality. Moving away from drinks, shots, and pills, All Labs utilizes a premium, fast-acting formula designed to deliver clean energy, sharp focus, and sustained endurance instantly. Grounded in scientific research and pure ingredients, All Labs, Inc. empowers health-conscious individuals to conquer their day efficiently, offering portable, crash-free energy solutions built for modern, on-the-go lifestyles.

<https://sprayalldayenergy.com/>



Bicycle – The United States Playing Card Company

Bringing People Together Through Games for 140 Years! Our products have brought generations together, creating lifelong memories through the joy of card games. Pick up a deck, gather your loved ones, and unplug - there's no better time to shuffle and play. Book an appointment to explore our 2026 line up including new officially licensed Bicycle Playing Cards, classic children's card games with a fresh Bicycle spin, and COPAG: The Official Playing Card provider of the World Series of Poker.

<https://cardtopia.com/na-en/>



Clorox Purell

(formally GOJO)

From the inventors of Purell Instant Hand Sanitizer and the world's first touch-free soap dispenser, Clorox Purell has continued to use science-based innovation to keep people healthy and well for over 80 years. Today, GOJO and Purell soaps, hand sanitizers, and surface products continue to set the standard from hospitals to schools to foodservice establishments. Clorox Purell is headquartered in Akron, Ohio and manufactures its products in Northeast Ohio. In April 2026, Clorox acquired GOJO. Together Clorox Purell is committed to delivering superior experiences through its many trusted and innovative brands.

www.gojo.com

Sponsor Bios



Exclusive Brands America

At Exclusive Brands America, we bring innovation, excitement, and impulse appeal to the center store with trend-driven novelty candy and unique salty snack offerings. As your go-to solution for products that stand out and drive consumer engagement, we are proud to feature the viral sensation Gummi Popz alongside Chip Nuts — the only potato chip-covered peanut currently on the market. Our portfolio is designed to capture attention, spark trial, and deliver strong retail performance through fun, differentiated products consumers can't resist.

<http://www.exclusivebrandsamerica.com>



IGNITE

Built on a foundation of delivering world-class products, IGNITE is a brand committed to helping customers embrace life on their own terms — anytime, anywhere. IGNITE represents freedom, self-expression, and a bold dedication that resonates with consumers around the world.

Our premium product portfolio includes a lineup of Energy Pouches for the active-lifestyle consumer. IGNITE pouches are a compact, flavor-loaded energy delivery system with 100mg of naturally sourced, efficiently delivered, clean caffeine. No liquid. No sugar.

<http://ignite.co>

Irresistible Foods Group

Irresistible Foods Group (IFG) is a family-owned consumer goods company built around brands that elevate every day, on-the-go life. Our portfolio includes King's Hawaiian, Grillo's Pickles, and Killer Brownie — sought after brands that consumers love & trust. We take an intentional, long-term approach to growing brands in channels where speed, consistency, and familiarity matter. With a hands-on culture and a clear point of view, IFG focuses on cultivating partnerships with brands that inspire - at the counter, in the case, and beyond.

<https://irresistiblefoods.com/>



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Lucky Energy

Lucky Energy is a high-growth beverage brand revolutionizing the functional energy space with clean, performance-driven ingredients. Founded by Richard Laver, the company delivers powerful focus and crisp flavor profiles designed for an active lifestyle, intentionally moving away from generic marketing clichés to focus on raw grit and hard work. Expanding its portfolio rapidly across premier retail channels, the brand ensures its clean energy fits any format. Beyond its signature 10-flavor beverage lineup, Lucky Energy features an innovative line of single-pouch energy gummies, offering a portable, stackable caffeine boost built for steady endurance on the go.

<https://luckybevco.com/>



Max Distributing

Max Distributing is the fastest growing specialty distributor in the U.S.! We supply in-demand products across a variety of product categories including age-restricted items, candy and confectionary treats, energy/mood/focus, general merchandise, automotive and center-store that drive margin growth for our customers across the United States. With service to over 25,000 stores across the country and growing, we are committed to exceptional service, dependable delivery and providing the highest quality products in the convenience store market.

<http://www.maxdelivers.com/>



PIM Brands

PIM Brands Inc. is the world's largest maker of real fruit snacks and related products and one of the world's largest makers of chocolate and non-chocolate confections, and other delicious snack foods and treats. As one of the ten largest confectionery companies in North America, PIM Brands has a vast array of loved brands including: Welch's® Fruit Snacks, Welch's® Fruit 'n Yogurt™ Snacks, Welch's® Fusions™, Welch's® Juicefuls® Fruit Snacks, Sun-Maid® Chocolate Raisins, Sour Jacks®, Toggi® Fine European Wafers and more.

<http://pimbrands.com/>

Sponsor Bios



Posh Nosh Imports

Posh Nosh Imports has been importing specialty foods from around the world for over 27 years. Focusing on premium products and everyday staples from the U.K and Ireland, we import only category leaders with high brand recognition and proven demand.

Our exclusive brands include Nestle, Heinz, Colman's, Bird's, Branston, Hartleys, Roses, Ambrosia, and more. As stewards for over 500 brand-name products, our reach extends across every category to deliver results for retailers – and our manufacturer clients.

Posh-Nosh.com

Rip Van

Rip Van is an innovative food brand dedicated to reinventing traditional snacks by significantly improving their nutritional profile without compromising on flavor or texture. Best known for their modernized Stroopwafel, the company focuses on creating low-sugar, high-fiber, and non-GMO snacks that cater to health-conscious consumers and those with specific dietary needs, such as keto or diabetes management. By utilizing unique ingredient blends to achieve up to 80% less sugar than traditional competitors, Rip Van has successfully bridged the gap between “better-for-you” functionality and indulgent taste, securing a premium presence in major retailers and specialty markets nationwide.

<https://www.ripvan.com/>

Royston Group

More than furnishings, fixtures, and signs, Royston Group is a synergistic suite of companies providing total branded solutions across the entire store environment. Our world-class, American-made components include modular steel cabinetry, shelving, checkstands, heated and refrigerated cases, exterior signage, fuel pump & canopy graphics and more. Royston LLC, Southern CaseArts and SignResource, deliver design, manufacturing, installation, maintenance and service programs that set the industry standard. Our six US and Mexico facilities encompass over 1 million sq. ft. of manufacturing and warehousing for timely coast-to-coast service anywhere in North America. Contact us today and get Your vision, Delivered.

<http://www.royston-group.com>

Sponsor Bios



SMKY MTN
BRANDS

Smokey Mountain Chew, Inc

Smokey Mountain Brands is America's original tobacco alternative company and a pioneer in next-generation pouch innovation. Rooted in a trusted heritage and a strong connection to patriotic, outdoor-oriented consumers, the company has evolved far beyond its flagship offerings. Today, Smokey Mountain Brands features a diverse portfolio that includes Smokey Mountain Long Cut, Smokey Mountain Herbal Pouches, Smokey Mountain Caffeinated Pouches, and NOO Clean Energy Pouches.

<http://www.smkymtn.com>