



Velaforte[®]
#FUELBETTER

2

NEVERSECOND[™]

HIDDEN
ATHLETE.CO





OUR MISSION



01

EMPOWER ATHLETES

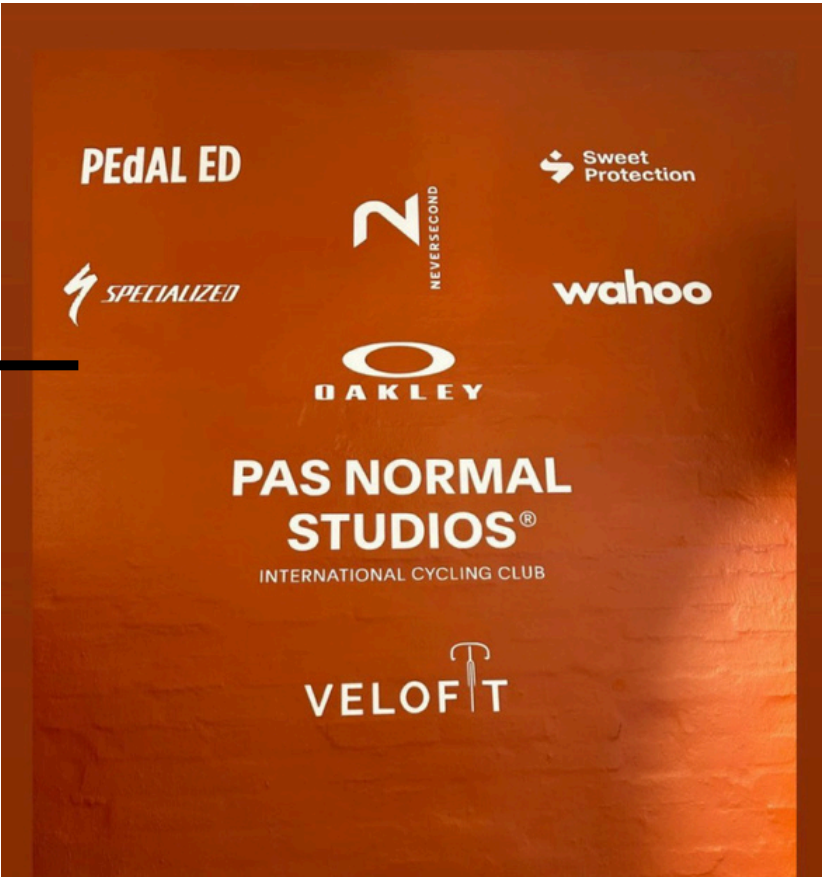
Help athletes get more out of their passions with clean, accountable sports and lifestyle nutrition

02

SUPPORT COMMUNITIES

Support Premium Retailers with high quality, high margin and unique brands.

Support elite athletes, teams and organisations.





WHAT WE DO

The endurance sports nutrition market is full of low-quality products, dubious science, poor customer service, pervasive discounting, and a lack of product uniqueness among competitors.

These problems can result in slow sales, slim profit margins, and both confusion and decision fatigue for athletes and consumers alike.

Why should you compete in a Landscape of Low Quality, Low Margins, and Intense Competition?



HOW WE WORK

Prioritise premium retailers with community.

Work hard to support full RRP margin at point of sale, high sell-through and community engagement.

Powerful brands that deliver accountable performance, quality and sustainability.

Offer high-quality sports and lifestyle nutrition products that meet the demands of today's complex consumer.

HOW WE WORK

FUEL THE
DEMAND



PREMIUM RETAIL

Stores that have
invested in community.

Stores that take pride in
empowering everyday
athletes.

Stores that create a
unique and safe place for
athletes.

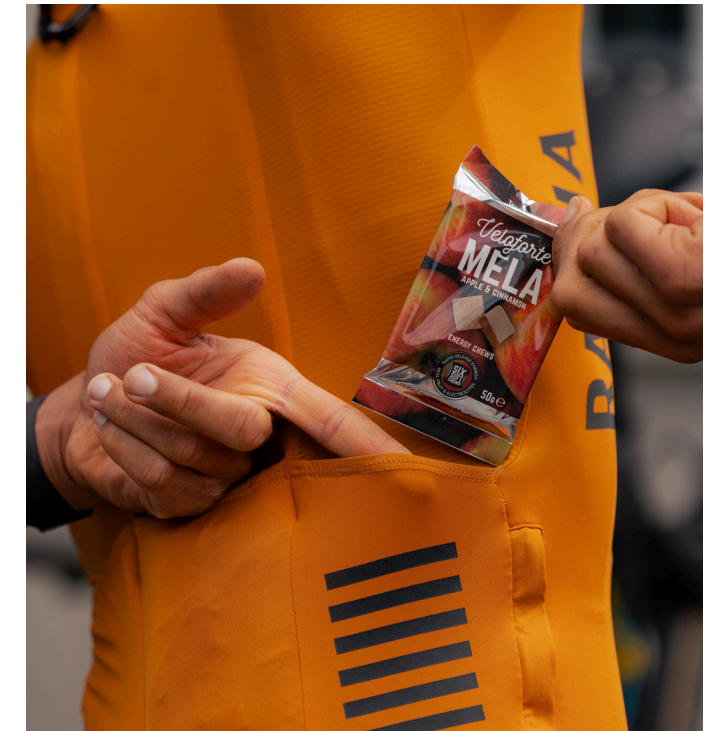


COMMUNITY

Educate and support
stores to help athletes
make better decisions.

Help stores create a
unique value proposition
that drives store traffic.

Engage the local
community



BRAND

Build awareness through
the community that
directly benefits our
partners.

Educate staff and
support community
events.

A close-up photograph of a person's hands holding a black C30 Fuel Bar wrapper. The person is wearing a bright pink long-sleeved shirt. The wrapper is black with white and red text. The text on the wrapper includes 'C30 FUEL BAR' and 'CHOCOLATE'. The background is slightly blurred, showing what appears to be a gym or fitness setting.

WHAT SETS US APART

Premium Retail

Unique brands

Storytelling

Community
engagement

Products you will
want to use

WHERE ARE OUR BRANDS

**PAS NORMAL
STUDIOS**

INTERNATIONAL CYCLING CLUB

Standert

VELOFIT

Rapha.

VELETAGE



N NEVERSECOND™



NEVERSECOND

Neversecond's mission is to empower athletes with scientifically backed nutrition.

Product range tailored for each stage:
Pre-race, during race, post-race.

Commitment to purposeful innovation, with clean products developed through rigorous research, athlete feedback and validated by real world performance.



WHY NEVERSECOND

World's first sports nutrition eco-system

5 X Pro Peloton Teams

Bars, Gels and Drink Mix

pH Neutral

2:1 Duel fuel

Fuel, Hydration & Recovery

Founded by Dr Asker Jeukendrup

PALMARÈS

Paris-Roubaix x 2

Tour de France

Milan-San Remo

UCI Gravel Worlds

Paris-Nice

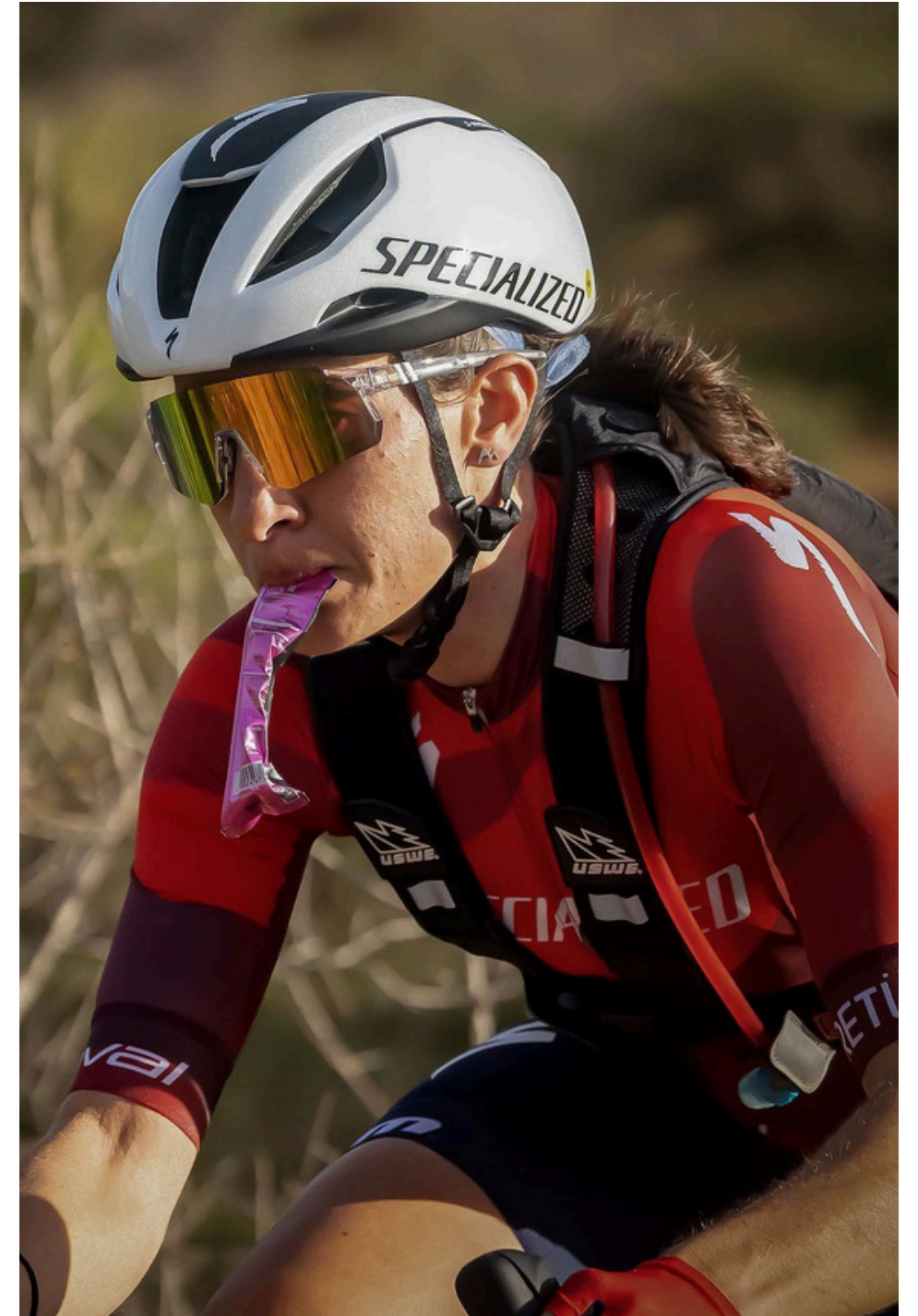
Unbound x 2

Leadville 100MTB x 2

A stage in every Grand
Tour



SCIENCE FIRST
NEVERSECOND



01

ONLY WHAT YOU NEED

C30 Sports Drink contains only 4 ingredients and is strictly evidence-based. It has all the right stuff - and none of the fluff

C30 ECO-SYSTEM



02

USABILITY AND EFFICACY

Minimal ingredients
95% Similar ingredients
pH Neutral
Mellow flavours
2:1 Dual fuel
Mix and Match Drinks, gels and bars with low GI issues

01

PERSONALISE FUEL AND SODIUM

30g of carbohydrate per serving
200mg of Sodium per serving
1 x 30 = 30g/200mg
2 x C30 = 60G/400mg
3 x C30 = 90g/600mg





01

NOT REALLY A GEL

C30 Gels are “isotonic.” This helps them absorb more easily than other energy gels. You can take them with or without water.



03

FAST ABSORPTION

Our 2:1 glucose-to-fructose carb ratio absorbs quickly with a lower risk of gastric distress when compared with other gels.



04

WE DIDN'T FORGET THE SALT

Each gel contains 200mg of sodium. Many other gels contain insufficient sodium, or no sodium.



02

EASY TO KEEP TRACK OF

Each C30 Energy Gel contains 30g of carbs, so hourly carb calculation is easier to manage, measure and perfect.

C30 GEL

LOW GI DISTRESS, GREAT FLAVOUR AND FAST FUEL.



01

ONLY WHAT YOU NEED

C30 Sports Drink contains only 4 ingredients and is strictly evidence-based. It has all the right stuff - and none of the fluff



03

IT'S MODULAR

Use 1 scoop for a 30g mix.
Use 2 scoops for a 60g mix
Use 3 scoops for a 90g mix.
You get the picture.



04

IT'S pH-NEUTRAL

pH-neutrality is often overlooked as a potential contributor to GI problems. C30 Sports Drink is pH-neutral.



02

THE RIGHT SODIUM LEVEL

C30 Sports Drink contains 200mg of sodium per 30g of carbohydrate. As you compound servings, you hit the middle of the sodium loss "bell curve."

C30 DRINK

LOW GI DISTRESS, GREAT
FLAVOUR AND FAST FUEL.

Works as a system with C-Series products

2:1 glucose-to-fructose carb composition

Contains only what you need - nothing you don't

Available in Citrus & Forest Berry flavors

Each serving contains 30g of carbohydrate

pH-neutral easy on the stomach

200mg sodium per serving for fluid delivery

Batch tested by Informed Sport

Works as a system with C-Series products

2:1 glucose-to-fructose for fast absorption and low potential for GI issues

Named "Best Tasting" Energy Gel by The Feed

Available in Citrus, Berry, Passion Fruit & Fruit Punch Flavors

Each serving contains 30g of carbohydrate

Liquid texture easy to consume without water

200mg sodium per gel for fluid delivery

Batch tested by Informed Sport

2:1 glucose-to-fructose carbohydrate composition

Smooth texture easy to chew and swallow

30g carbohydrate per bar

Compact size

Stays soft in cold temps
Non-sticky in warm temps

Works with other C-Series products as a system

Low in fat, fiber and protein

Available in Chocolate & Berry flavor options

Certified free of banned substances by Informed Sport

C30 ECO-SYSTEM

MIX, MATCH, PERSONALISE
AND ENJOY FUELING.

POS FUEL GUIDE

20 SECOND PERSONAL
FUEL ADVICE
NO DATA COLLECTION
BIKE, RUN , TRI

FUEL BETTER



GUIDANCE SYSTEM
FUEL CALCULATOR



**PERSONALISED
FUELING APP**

TRAINING
RACING

EMPOWER
PERFORMANCE

DIGITAL FUEL GUIDE

GUIDES BY DR ASKER JEUKENDRUP
ACCOUNTABLE FUEL GUIDES
EVENT SPECIFIC GUIDES
EDUCATIONAL CONTEN

FUEL BETTER

GUIDES & GUIDANCE
HOW TO FUEL FOR
YOUR NEXT IRONMAN



EMPOWER
PERFORMANCE



POS SALES

FUEL THE DEMAND FOR EACH EVENT
AND SESSION

FLAVOUR MATTERS

SIMPLE TO CALCULATE AND
PERSONALISE

FUEL AND HYDRATION

ANTI-DOPING TESTED

NO BULLSH'T SCIENCE

**ECO-SYSTEM AND PERSONAL
30G OF CARBOHYDRATES PER SERVING
VALIDATED BY ELITE PERFORMANCE
FLAVOURS AND LOW INGREDIENTS
SCIENCE-BASED AND PURPOSE-DRIVEN
LITTLE TO NO GI DISTRESS
PH NEUTRAL**

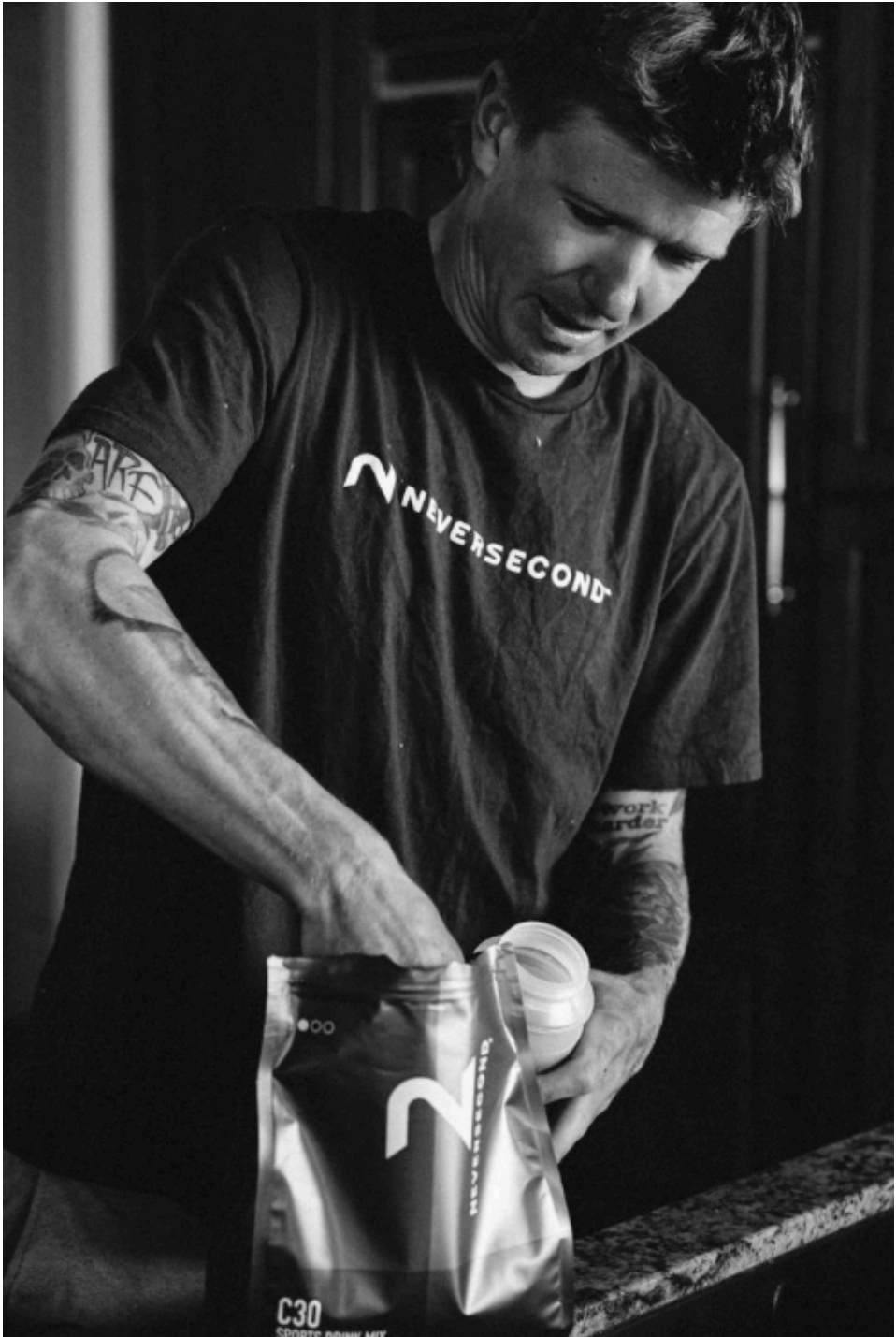
ATHLETES AND TEAMS

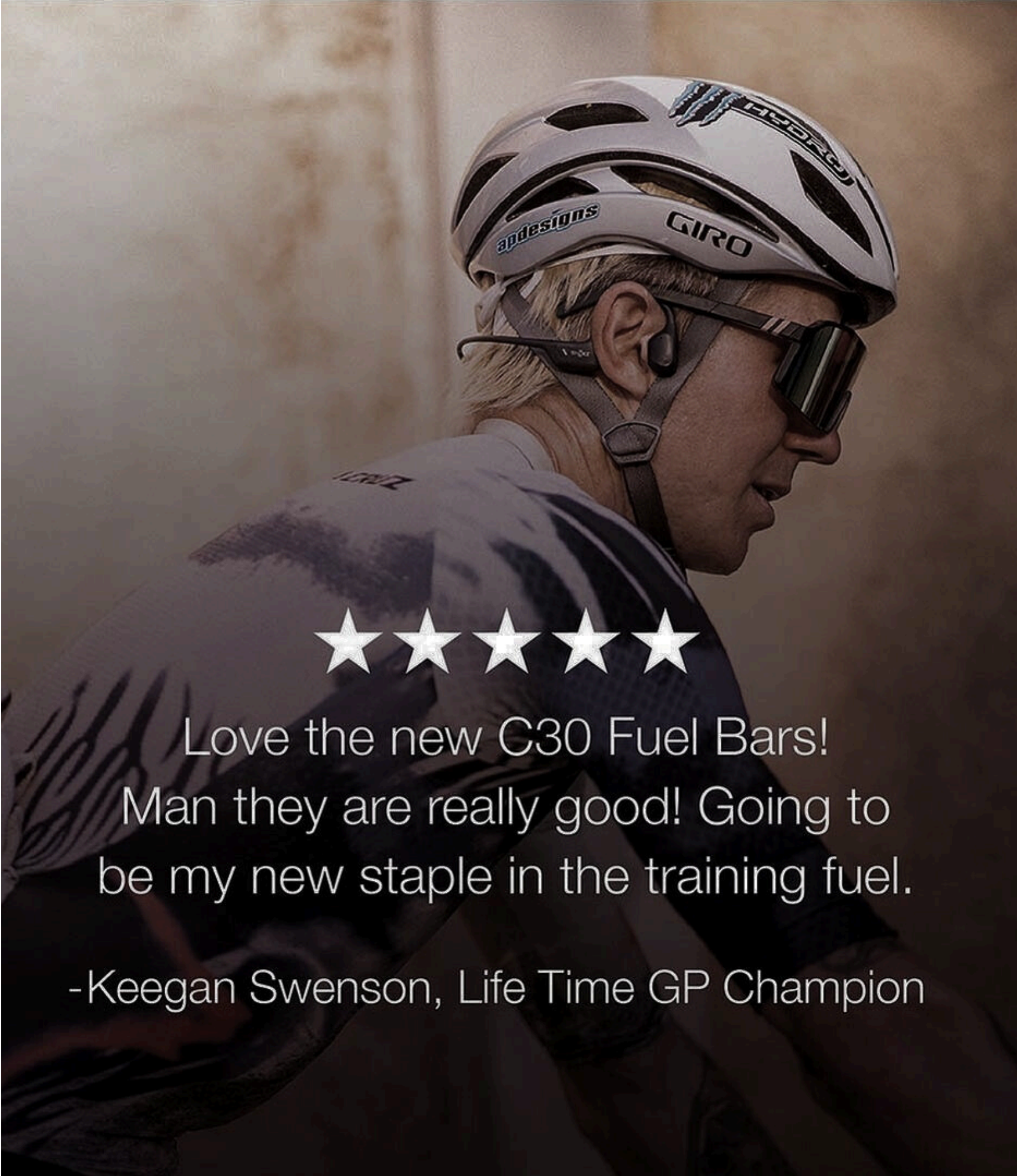
TEAM BAHRAIN VICTORUS
PAS NORMAL RACING
LISA NORDEN
KEEGAN SWENSSON
JIM WALMSLEY
JAN STRATMANN
SOFIA VILLIFANA
RUDY VON BERG
KATIE SHIDE
GERMAINE GRANGER



FUEL

HYDRATION AND RECOVERY





★★★★★

Love the new C30 Fuel Bars!
Man they are really good! Going to
be my new staple in the training fuel.

-Keegan Swenson, Life Time GP Champion



★★★★★

I really like the C30 Fuel Bar. It is very
easy to chew and get down.
Chocolate is my favorite flavor.

- Germain Grangier, Val D'Aran Champion



★★★★★

Love the Berry Fuel Bar! Like gummies
but more practical to carry and eat.
And they don't get stuck in my teeth :)

★★★★★

I'm normally not a big fan of gels, but I really enjoy Neversecond's C30
Energy Gels. They absorb really quickly and are easy to consume with or
without water. They also taste great!



Sofia Gomez Villafane, Life Time Grand Prix Champion

WHAT THEY
SAY



PACKS

UNBOUND

100K

IRONMAN

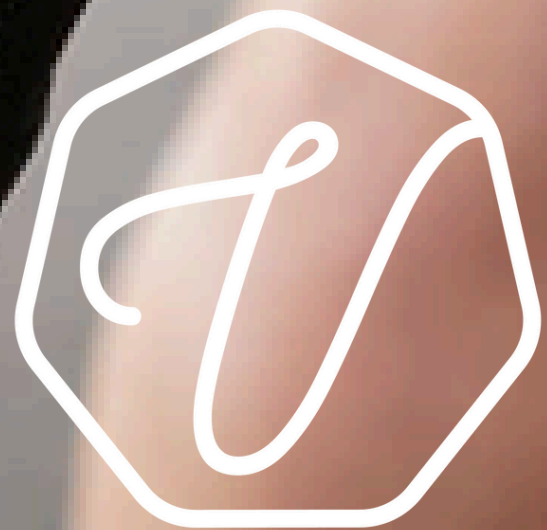
MARATHON

HALF MARATHON

UTMB



FUEL THE DEMAND



Velaforte[®]
#FUELBETTER



Veloforte

Celebrated for its all-natural bars and snacks, Veloforte is trusted by professional teams like Team Ineos and the Great British Track Cycling team.

Available in over 800 sports specialist retailers and cafes in the UK, Veloforte combines ancient recipes with modern nutrition science to offer delicious, sustainable energy solutions for athletes.

A close-up photograph of a man with a thick, reddish-brown beard and mustache, wearing black cycling sunglasses and a black helmet. He is holding a packet of Veloforte DESTO Performance Gel in his hands. The packet is white and red, featuring a cherry and the text 'Veloforte DESTO TART CHERRY & GUARANA', '22g CARBS', '75mg CAFFEINE', and 'PERFORMANCE GEL'. The background is a blurred green, suggesting an outdoor setting.

WHY VELOFORTE

HAND MADE

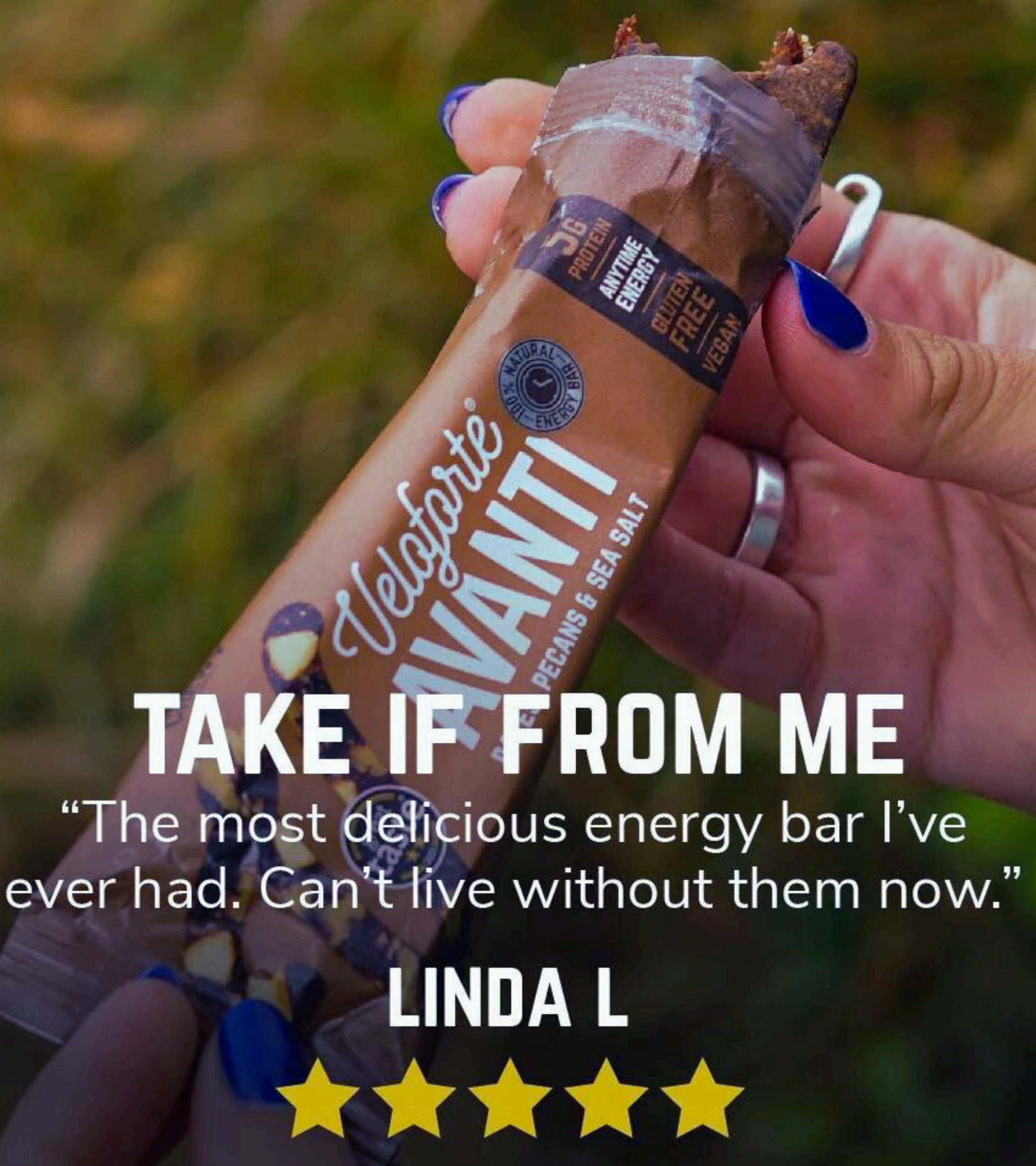
100% FROM PLANTS

NO.1 PLANT BASED ENDURANCE
FUEL IN THE UK

BUILT ON MODERN SCIENCE AND
NATURAL INGREDIENTS

USED BY ELITE AND EVERYDAY
ATHLETES

FUEL YOU WILL WANT TO EAT
EVERYDAY



TAKE IT FROM ME

“The most delicious energy bar I’ve ever had. Can’t live without them now.”

LINDA L



FUEL BETTER
Veloforte



TRULY DELICIOUS

“Absolutely delicious! Like no other energy bar I have ever tasted. This tastes like real food and intensely tasty”

STEVEN H



**40G
CARBS**

5G PROTEIN

**NATURALLY
DELICIOUS**

VEGAN

GLUTEN FREE



**SOFT &
CHEWY**

**PLANT
POWER** 

**DUAL-SOURCE
ENERGY** 

TOTAL

Dual source energy
and electrolytes

Nothing artificial

Real food
ingredients



Double Great Taste
Award winner

No maltodextrin

Soft and chewy

SATISFACTION



Bars

2:1 CARBOHYDRATES AND
ELECTROLYTES & PROTEIN



**SILKY SMOOTH
100% NATURAL
ENERGY**

22_G
CARBS

Gels

**NATURAL INGREDIENTS LOW
GI DISTRESS, GREAT FLAVOUR
AND FAST FUEL.**



**BIG ENERGY
SMALL SIZE**

44g
CARBS

equal to two gels



Chews

**NATURAL INGREDIENTS LOW
GI DISTRESS, GREAT FLAVOUR
AND FAST FUEL.**



100% NATURAL
ELECTROLYTES
& ENERGY

22g CARBS	240mg POTASSIUM	350mg SODIUM
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Drink Mixes

NATURAL INGREDIENTS LOW
GI DISTRESS, GREAT FLAVOUR
AND FAST FUEL.

RECOVER

All-in-one
recovery bar

Complete
plant protein

All day energy



Sumptuous
mocha flavour

Perfect before, during
or after exercise

100% real food

STRONGER



PERFECT PICK ME UP

"Tasty but doesn't sit
on your stomach. Love it."

KIRSTY D



PLANT PROTEIN
PREBIOTICS
ANTI INFLAMMATORY
LOW CARB

20G
PROTEIN

0.4G
SUGAR

122
CALORIES

Recovery

NATURAL INGREDIENTS
COMPLETE PLANT PROTEIN,
ENERGY AND ELECTROLYTES.



Instore display
SIMPLE AND EFFECTIVE



POS SALES

Plant fuel the works
Balanced and dual fuel
Award-winning and trusted by
professionals.
Clean and anti-doping tested
Fuel, recovery and hydration
Everyday fuel for every type of
athlete

No fake ingredients
Validated by performance
Used by elites
Science-based and purpose-driven
100% plant-based and small batch
made



FUEL

FOR EVERY ATHLETE

BEST FOR A NATURAL BOOST





MY NEW FAVOURITE ENERGY BAR

“Absolutely delicious and
no GI issues after. Perfect!.”

VICKI W



PERFECT PICK ME UP

“Tasty but doesn’t sit
on your stomach. Love it.”

KIRSTY D



FULL OF LEMONY ZING

“making a tasty alternative on a
long ride - one of my favourite
veloforte bars”

JONATHAN W



OMG

“Are these energy bars or the
naughtiest of treats? Not sure if it's
the energy in them or the guilt
that powers you on!”

ANDREW H



**WHAT THEY
SAY**



PACKS

Bars x 3

Chews x 4

Marathon

Half Marathon

Half Ironman

Trail

FUEL THE DEMAND

THANK YOU

HIDDENATHLETE.CO
SE@HIDDENATHLETE.CO