

Soft Chews | UltraChews™ | Bars

# QUICKLAUNCH™

**From concept to commercialization, fast.**

A curated collection of QuickLaunch formulas™ designed to accelerate branded launches across Soft Chews, UltraChews™, and Bars.

**MARKET  
READY  
SKU'S**



# OUR DIFFERENCE.

**FoodPharma is a leading contract developer and manufacturer** of functional food delivery systems, specializing in Soft Chews, UltraChews™, and Bars. **With more than 100 years of confectionery expertise and 25 years in vitamin and mineral supplement manufacturing**, we combine experience and innovation to deliver plant-based nutritional delivery systems trusted by top brands for taste and functionality.

- **Confectionery heritage**  
More than 100 years of traditional confectionery expertise applied to modern functional delivery systems.
- **Unmatched taste and texture**  
Products consumers love, with enjoyable eating experiences.
- **High dose capacity**  
Formats built to carry more actives per serving while maintaining an enjoyable taste and texture.
- **Proven, customizable base systems**  
Tailor Soft Chews, UltraChews™, and Bars using validated bases to meet brand and claim targets.
- **Packaging perfected**  
Flexible, retail ready options designed for stability and consumer convenience.
- **Scale with confidence**  
A manufacturing capacity exceeding 2 billion units.
- **QuickLaunch enablement**  
A proprietary system that accelerates development using performance tested base products.



# BRAND IT. SHIP IT. DONE.

**QuickLaunch™** is FoodPharma's proprietary fast-track system. You select from scientifically crafted, shelf-stable, performance-tested base products. This approach helps your brand move from concept to commercialization in weeks, across **Soft Chews**, **UltraChews™**, and **Bars**, while maintaining taste, quality, and functionality.

## Why it Works

### Fast to Market

Launch in as little as 15 weeks with no development or pilot fees and low MOQs.

### Formulas Ready When You Are

Access an extensive lineup of fully optimized formulations built for flavor, function, and nutrition.

### Science-Backed Speed and Innovation

Each formula is designed to deliver consumer-relevant claims and efficacy.

### Superior Taste and Texture

Proven processes deliver an exceptional eating experience.

### Clean, Plant-Based Bases

Start with 100 percent plant-based systems that support top consumer claims.

### Helpful Extras

- > Full turnkey model to move fast and scale with confidence.
- > Library of claim and benefit pathways across high-growth categories.

## How it Works

- 1 Select a QuickLaunch formula**  
Choose from proven Soft Chews, UltraChews™, or Bars designed to deliver targeted benefits.
- 2 Refine base and flavor options**  
Select from tested and proven base systems and flavor profiles.
- 3 Brand and Launch**  
Apply branding and claims for launch-ready distribution.



# ENJOYABLE FORMATS

## Soft Chews

### High Performance. Easy chew.

High-dose Soft Chews built on 100% plant-based bases, deliver robust functionality in an easy, enjoyable chew. Individually wrapped for convenience and daily use.

- > Packs more actives into fewer servings
- > Improved off-flavor masking for complex formulations
- > Supports clean-label and plant-based positioning
- > Proven stability at commercial scale

## UltraChews™

### A supplement that tastes like a treat.

With a candy-like coating and soft, chewy center, UltraChews™ make daily supplementation enjoyable with premium taste, texture, and powerful nutrition in one convenient bite.

- > Elevated experience in an enjoyable format
- > Bridges supplement and functional foods
- > Greater flexibility for high-active builds
- > Performs through heat and distribution challenges

## Bars

### Power your day deliciously.

High performance functional bars crafted with clean-label ingredients like protein, creatine, collagen, and fiber, delivering bold flavor, great texture, and serious bar nutrition.

- > Macros tuned to performance or lifestyle goals
- > Clean-label positioning that meets modern expectations
- > Proven base formulas reduce development risk
- > Built to scale from launch through growth

Explore Packaging  
and Foil Options





# BUILT FOR EVERY BENEFIT.

**QuickLaunch™-ready formulations** are designed to **support a wide range of health goals**, giving brands the flexibility to build products around real consumer needs rather than rigid formats.

## Women's Health

Daily balance across key life stages, supporting hormonal health and hair, skin & nails

## Sports & Active Nutrition

Performance, strength, hydration, and recovery support, powered by protein, creatine, collagen, and fiber

## Weight Management

Metabolic and appetite support, including GLP-1-aligned and daily balance solutions

## Immunity

Daily immune and antioxidant support, featuring high-potency vitamin C

## Digestive Health

Gut balance and digestive comfort, with support for nutrient absorption

## Heart Health

Everyday cardiovascular support, featuring beet root and resveratrol

## Mood & Stress

Calm, focus, and stress resilience support, with magnesium and ashwagandha



# QUICKLAUNCH™ OPTIONS

All QuickLaunch™ products are built on **proven, plant-based bases** and can be refined with flavor and base options.

## Women's Health

| Delivery Format | QuickLaunch Product            | Claim                                                     | Example Flavors       | Base Type           |
|-----------------|--------------------------------|-----------------------------------------------------------|-----------------------|---------------------|
| Soft Chews      | <b>Prenatal</b>                | <i>Supports maternal nutrition during pregnancy</i>       | Lemon Berry Cherry    | Sugar-Free          |
|                 | <b>Menopause</b>               | <i>Supports menopausal comfort &amp; hormonal balance</i> | Lemon Berry           | Natural             |
|                 | <b>Hair, Skin, &amp; Nails</b> | <i>Supports healthy hair, skin &amp; nails</i>            | Tropical Fusion       | Natural             |
|                 | <b>HSN High Load Biotin</b>    | <i>Supports healthy hair, skin &amp; nails</i>            | Strawberry Watermelon | Natural             |
| UltraChews™     | <b>HSN High Load Biotin</b>    | <i>Supports healthy hair, skin &amp; nails</i>            | Grape                 | Natural, Corn Syrup |

## Sports & Active Nutrition

| Delivery Format | QuickLaunch Product                     | Claim                                                       | Example Flavors         | Base Type           |
|-----------------|-----------------------------------------|-------------------------------------------------------------|-------------------------|---------------------|
| Soft Chews      | <b>Creatine</b>                         | <i>Supports muscle strength, power &amp; performance</i>    | Non-Acid Flavors        | Sugar-Free          |
|                 | <b>Caffeine</b>                         | <i>Supports sustained energy &amp; performance</i>          | Root Beer               | Natural             |
|                 | <b>PeptiStrong</b>                      | <i>Supports muscle strength &amp; muscle health</i>         | Black Currant Chocolate | Natural             |
|                 | <b>TriMagnesium</b>                     | <i>Supports muscle performance &amp; recovery</i>           | Grape                   | Natural             |
|                 | <b>Quad Magnesium</b>                   | <i>Supports muscle performance, stamina &amp; recovery</i>  | Strawberry Lemonade     | Natural             |
| UltraChews™     | <b>B Vitamins</b>                       | <i>Supports energy metabolism &amp; metabolic balance</i>   | Orange                  | Natural, Corn Syrup |
| Bars            | <b>Decadent High Protein + Creatine</b> | <i>Supports muscle strength, performance &amp; recovery</i> | Chocolate               | —                   |
|                 | <b>Chewy High Protein</b>               | <i>Supports muscle strength &amp; recovery</i>              | Salted Caramel          | —                   |
|                 | <b>Dessert-Like Protein</b>             | <i>Supports muscle strength &amp; recovery</i>              | Chocolate               | —                   |

## Weight Management

| Delivery Format | QuickLaunch Product          | Claim                                                            | Example Flavors                              | Base Type |
|-----------------|------------------------------|------------------------------------------------------------------|----------------------------------------------|-----------|
| Bars            | <b>Standard Full Calorie</b> | <i>Supports satiety, metabolic balance &amp; daily nutrition</i> | Chocolate                                    | —         |
|                 | <b>Snack Crunch</b>          | <i>Supports satiety, metabolic balance &amp; daily nutrition</i> | Peanut Butter                                | —         |
|                 | <b>Decadent</b>              | <i>Supports satiety, metabolic balance &amp; daily nutrition</i> | Cookie Dough, Peanut Butter, Chocolate Fudge | —         |
|                 | <b>Moo-Less</b>              | <i>Supports satiety, metabolic balance &amp; daily nutrition</i> | Chocolate Brownie                            | —         |

### Immunity

| Delivery Format | QuickLaunch Product   | Claim                                       | Example Flavors | Base Type           |
|-----------------|-----------------------|---------------------------------------------|-----------------|---------------------|
| Soft Chews      | Vitamin C : High Load | Supports immune & antioxidant health        | Orange          | Natural             |
|                 | Probiotic             | Supports digestive health & gut balance     | Lemon Square    | Natural             |
| UltraChews™     | Vitamin D3 + K2       | Supports calcium utilization & heart health | Strawberry      | Natural, Corn Syrup |

### Digestive Health

| Delivery Format | QuickLaunch Product      | Claim                                   | Example Flavors            | Base Type  |
|-----------------|--------------------------|-----------------------------------------|----------------------------|------------|
| Soft Chews      | Fiber                    | Supports digestive health & regularity  | Tropical Fusion            | Fiber-base |
|                 | Postbiotic               | Supports a healthy gut microbiome       | Cinny-Bomb                 | Natural    |
| Bars            | Probiotic Chewy Vegan    | Supports digestive health & gut balance | Chocolate, Peanut Butter   | —          |
|                 | Probiotic Decadent Vegan | Supports digestive health & gut balance | Chocolate, Peanut Butter   | —          |
|                 | Probiotic Dessert        | Supports digestive health & gut balance | Coconut, Raspberry Coconut | —          |

### Heart Health

| Delivery Format | QuickLaunch Product | Claim                                                  | Example Flavors   | Base Type |
|-----------------|---------------------|--------------------------------------------------------|-------------------|-----------|
| Soft Chews      | Vitamin D3 + K2     | Supports calcium utilization & heart health            | Strawberry        | Natural   |
|                 | Beets Plus          | Supports cardiovascular health                         | Norwegian Nibbler | Natural   |
|                 | Beets & Nattokinase | Supports healthy circulation & cardiovascular function | Blood Orange      | Natural   |

### Mood & Stress

| Delivery Format | QuickLaunch Product   | Claim                                         | Example Flavors     | Base Type |
|-----------------|-----------------------|-----------------------------------------------|---------------------|-----------|
| Soft Chews      | Ashwagandha           | Supports relaxation & stress balance          | Blackberry Lemon    | Natural   |
|                 | TriMagnesium          | Supports brain & nervous system function      | Grape               | Natural   |
|                 | Mushrooms             | Supports mental clarity & stress resilience   | Vanilla Latte       | Natural   |
|                 | Sleep                 | Supports restful sleep & relaxation           | Green Apple         | Natural   |
|                 | Quad Magnesium        | Supports nerve, muscle & stress balance       | Strawberry Lemonade | Natural   |
|                 | Magnesium UltraCalm   | Supports calm, relaxation & stress resilience | Orange Cream        | Natural   |
|                 | Magnesium + Ashwa + D | Supports stress balance & overall mood health | Blackberry Lemon    | Natural   |



Turn your next idea into a market-ready standout.

[foodpharma.com](http://foodpharma.com)



**FoodPharma**<sup>™</sup>  
Functional Food Manufacturing

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