



STAR GUT

RETAIL BUYER SELL SHEET

Better Gut. Better You.

1) BRAND OVERVIEW

Star Juice develops functional wellness beverages designed to support digestion, gut balance, and daily wellness using natural ingredients.

2) KEY ATTRIBUTES



Vegan



Non-GMO



Gluten-Free



OU
Kosher



Only 1g
Sugar



Made in
USA

3) PRODUCT POSITIONING

Premium functional gut wellness beverage for natural, specialty, and grocery retail.

4) WHY RETAILERS LIKE IT

- Clear consumer-friendly format
- Strong repeat-use wellness routine
- Available in 2 oz shot + 8 oz bottle
- Great for demos and sampling
- Shelf-stable before opening

5) PRODUCT FAMILY



STAR GUT™ 2 OZ FUNCTIONAL SHOT

- Convenient daily shot for on-the-go wellness
- Great for sampling & trial
- Case of 12



STAR GUT™ 8 OZ BOTTLE

- Perfect daily wellness drink
- Consumer-favorite size
- Case of 6

Case UPC: 00199284965317



PER SERVING (8 FL OZ / 240mL)

Calories	10	
Total Fat	0g	0%
Cholesterol	0mg	0%
Sodium	65mg	3%
Total Carbohydrate	2g	1%
Total Sugars	1g	
Includes 0g Added Sugars		0%
Protein	0g	
Calcium	70mg	6%
Iron	0.1mg	0%
Potassium	140mg	2%
Vitamin K	20mcg	15%
Vitamin B12	1.6mcg	70%

Not a significant source of saturated fat, trans fat, dietary fiber or vitamin D.



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Wholesale inquiries available



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PRODUCT DETAILS & CASE PACKS SELL SHEET

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Better Gut. Better You.

PRODUCT	STAR GUT 2 OZ FUNCTIONAL SHOT	STAR GUT 8 OZ BOTTLE
PRODUCT TYPE	Daily gut wellness shot	Functional digestive wellness drink
UNIT SIZE	2 fl oz (59 mL)	8 fl oz (240 mL)
CASE PACK	12 per case	6 per case
UNIT UPC	00199874865256	00198715169492
CASE UPC	10199874865253	00199284965317
STORAGE	Shelf-stable before opening; refrigerate after opening	Shelf-stable before opening; refrigerate after opening
SUGGESTED RETAIL	\$5.99	\$11.99–\$13.99



KEY INGREDIENTS

- Organic Apple Cider Vinegar
- Organic Lemon Juice
- Aloe Vera
- Marshmallow Root
- Digestive Enzyme Blend
- Papain
- Monk Fruit



USAGE

Can be enjoyed as part of a daily wellness routine; ideal before meals or as needed.



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MERCHANDISING, PLACEMENT & RETAIL SUPPORT SELL SHEET

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Better Gut. Better You.

1) IDEAL SHELF PLACEMENT

- 1 Health & wellness beverage set
- 2 Digestive wellness / functional shot section
- 3 Cold set or grab-and-go wellness cooler when appropriate

2) MERCHANDISING TIPS

- Eye-level placement
- Pair with digestive wellness or better-for-you beverages
- Use shelf talkers or demo signage
- Feature both the 2 oz trial size and 8 oz routine size together

3) BEST CONSUMER OCCASIONS



Before meals



Daily wellness routine



On-the-go convenience



Sampling & trial

4) RETAIL SUPPORT AVAILABLE

- In-store demos and tastings
- Founder-led support
- Sampling and educational support
- Social and digital content support
- Wholesale inquiries and account follow-up



PRODUCT DETAILS

- Size: 8 fl oz (240 mL)
- Pack Size: 6 bottles per case
- Shelf Life: 12 months
- Storage: Refrigerate
- OU Kosher Certified U

8 oz 6-Pack Case UPC:
00199284965317

WHY IT WORKS IN STORE



Clear use case



Premium packaging



Better-for-you positioning



Strong demo potential



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