



GO LONGER

PROFILE

SFuels was initially registered in Hong Kong, prior to establishing its worldwide HQ in North Carolina, USA.

Beginning in the ultra-running endurance scene, SFuels was developed in response to the well known inflammatory and gut distress issues associated with sugar, and sugar-alcohol based endurance fuel products.

In its first year of commercial productization, SFuels led a campaign to win and set a new age-group world record for the Ironman World Championship. After attracting the attention of six-time Ironman World Champion, Dave Scott chose to join SFuels LLC company and left his prior multi-national nutritional sponsor.

SFuels has broadened its portfolio in 2019, in readying its 2020+ expansion plans into sports specialty retail, gym cafes with ready to drink/grab-and go formats, and expanding into marathon, cycling and gym/cross-fit communities.

CONTACT



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GoSFuels



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HEADQUARTERS

Raleigh, North Carolina. USA

MANUFACTURING (PARTNER)

California, USA

ENDURANCE SPORT FUELING – BEGINININGS

The rise of the US triathlon race series in the early '80s was largely bank-rolled by the beverage industry.

The leading sports drink of the time (and today) 'Gatorade' and Bud-Light Beer were major players. Over time Gatorade has not only become a leading carbohydrate drink during sport – but an 'every-day drink' across athletes and non-athletes alike. Being a lucrative business, it resulted in many emulators, producing similar products under various 'ade' brands.

By 2014, the leading producers were selling more than 20 billion liters of sports-drinks globally and in the US alone, almost 1 billion liters. In 2019, reports highlighted that Gatorade was generating over \$7B per year, 15% of the total revenue of PepsiCo.

Saying this, new startups and re-starts from companies like Gatorade began to evolve the sports-fueling market with attempts to reduce and eliminate sugar from their respective products. By end 2018, Gatorade Zero was already generating \$500M/year in revenue.

RETHINKING ENDURANCE PERFORMANCE FUELS

Over the past two decades – there has been a palpable rise of scientific literature, studies and sports-performance movement, away from sugar-carb based fueling and sports-nutrition, in favor of,

1. products that would enhance metabolic flexibility through improved fat-oxidation efficiency (>1Gr/Min) and simultaneous fat-carbohydrate oxidation,
2. products that would reduce the amount of simple-sugars (Gr/Hr) during racing to mitigate high incidence of race-stopping gut-distress,
3. products enabling 'cleaner metabolic' oxidation of fuels to reduce systemic-inflammation, thereby enhancing recovery-speeds from high-intensity/high-volume training loads.

At SFuels, we translate these three trends into a broader company ethos we refer to as 'Go Longer' – where our objective is to enhance athletes training and racing performance goals, PLUS, fuel the longevity of their endurance lifestyle and wellbeing.

This movement has been further amplified by broader awareness and adoption of low-carb and ketogenic lifestyles in the general community. In addition sport-health-industry leaders are seeking to take a more responsible position in races and training-facilities by enabling access to non-sugar based fueling options and providing choices to athletes and the health-minded consumers alike.



ENHANCED METABOLIC FLEXIBILITY: Live. Train. Race.

At a product level, and 'whole of life' point of view, SFuels has established its portfolio structure under three focused usage patterns:

LIVE: Our SFuels LIFE portfolio of products, seeks to simplify the adoption of a low-carb higher-fat lifestyle in every-day life. SFuels will continue to expand its LIFE portfolio into broad everyday usages.

Objectively, the LIFE portfolio is seeking to maintain fat-oxidation, and minimize sugar-triggered inflammatory loads, outside of training,

By principle, SFuels strongly advocates that optimal performance in training and competition is realized by first enabling every-day metabolic efficiency of fat oxidation. To support this, SFuels LIFE comes in 'grab and go' usages (pre-workout post-workout, intermittent-fast breaker etc.), as well as an 'ingredient-supplement' (MCT-Collagen/Sodium) to transform staple goto-meals (breakfast cereals, snack-drinks and snack-foods) to low-carb high-fat formats, with higher supplemental support of sodium and glutamine.

TRAIN: Our SFuels TRAIN portfolio has been designed as a carbohydrate-free, fatty-acid based fuel, with higher dose sodium-potassium and glutamine for muscle and gut membrane support. Our TRAIN products seek to amplify and train the bodies natural metabolism to assimilate and oxidize (endogenous and exogenous) fatty acids, thereby eliminating carb-generated insulin spikes (causing cessation of fat-oxidation processes). This product range is targeted for sub-2 hour training sessions, or low-intensity training sessions beyond two hours.

RACE: By principle, we further advocate that for high-intensity competition-racing or training under two hours, muscle-liver glycogen levels can sufficiently support caloric demand, and hence the need for supplemental calories is unnecessary. If anything, hydration, electrolyte and glutamine (particularly in hot environments) is all that would be recommended.

Our SFuels Race+ portfolio is designed upon the principle that, at or around 1-2hours of higher-intensity physical activity, the metabolic physiology dramatically changes whereby, insulin-independent carbohydrate oxidation, and fatty acid oxidation can occur simultaneously (through Glut-4 transporters, moving to the cell edge). With minor aberrations in insulin levels, and high demand of calories by working muscles – both carbohydrate and fatty acid substrates can be rapidly absorbed into the muscle cells for energy production. Through using an enzyme treated starch with a low osmolality and C6/C8 MCTs, both carbohydrate and fatty acids can be rapidly processed by the liver and delivered into working muscles. SFuels Race+ also includes higher sodium/potassium ratios while also adding magnesium di-glycinate and glutamine for muscle and gut-membrane support.



RELEVANCE OF METABOLIC FLEXIBILITY - MARKET USAGES

While born in the ultra-running, and Ironman® communities, and while still an emerging sports-nutrition company – SFuels is observing broader endurance sports, athletes and communities use its products and philosophy with encouraging results. This includes -

1. Marathon and ½ Marathon racing community,
2. Road Cycling and Gravel-cycling community,
3. Cross-Fit/training athletes and enthusiast community,
4. Competitive tennis players, and executive-tennis players,
5. Type-2 Diabetes/Pre-Diabetes executive community,

With the right partnerships and strategies to scale, we envisage SFuels will play a cornerstone role in the broader shift of the health-conscious, and competitive-sport communities away from the sugar-based paradigm and, towards the new-norm of low-carb higher-fat nutrition and oxidative efficiency.

SFuels MANAGEMENT TEAM

Nicole Phillips (Chief Executive)

15Year Nestle executive, distribution, marketing, retail optimization, merger-acquisition teams. Raleigh, North Carolina, USA.

Dave Scott (Product and Market Education Director)

Six-time Ironman® world champion triathlete, Ironman® certified coach, Ironman® hall of fame – coach and teacher. Boulder, Colorado, USA.

Dr. Dan Plews (Technical Science Director)

Dr. Performance Physiology – published researcher. Ironman AG World Champion and record Holder. Olympic Rowing and Americas Cup coaching team. Founder Endure.IQ endurance training. Auckland, New Zealand.

Kristina Myint (Retail, Expos and Online Director)

Extreme Ultrarunner. Training in Criminal Law and Psychology. Lincoln, Nebraska, USA.



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THE LOW CARB JOURNEY

START

Typical high carb intakes can range from 400 grams to over 600 grams per day...

Live

Better

LOW-CARB DAILY LIVING

Maintain a lower-carb higher fat lifestyle in the 50-150Gr/Carb per day range, to build a foundation fat-adapted metabolism.

Race+

Faster

RACING | HIGH-INTENSITY

Burn fat at higher race intensities, with fat and targeted support of pre-digested low osmolality starch.

LOW-CARB TRAINING

Optimally train metabolic systems to efficiently burn fat during longer slow low-intensity training, through fueling with minimal carbs and higher fat.

Train

Smarter

THE LOW-CARB TRANSITION

Make a shift to 35-50Gr/ Carb per day for 2-4 weeks, while raising fat consumption to trigger greater fat oxidation and nutritional ketosis.

300

200

100

50