

# Sharkies Energy Chews for Adults & Children

Sinclair Group introduces the first certified organic energy sports chew to market in 2002.



**THE MARATHON** In 2000, Sinclair Group purchased a candy line from a marathon runner in Colorado. This candy – a gummy being sold in a few select retail locations – offered the perfect opportunity for Sinclair Group to reposition and reformulate the product into the first energy sports chew called Sharkies Sports Chews. The product was converted into a deck of certified organic ingredients and repositioned into three flavors. Free of all 7 allergens, Sharkies also became part of the gluten free market.

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**SHARKIES KIDS** After national distribution was established with the first three flavors through such customers as Trader Joe’s, REI, QBP Sports, Eastern Mountain Sports and Whole Foods, Sinclair Group developed a full line of healthy gummies for kids. These went on to become established as a healthy snack for kids with support from such large retailers as Toys “R” Us and Target Corporation.

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**SHARKIES THE CATEGORY CREATOR** Sharkies Sports Chews were soon seen as a real category and copied by such powerhouse brands as Clif Bar & Company and its Shot Bloks, GU Sports and even Gatorade has a Sports Chew. In the early days of developing a category and our creative vision, the heavyweights told us there was no category. But this new edible sports chew category eventually took over the artificial, ingredient-laden, syrupy products in order to create a category of its own.

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**SHARKIES EXIT STRATEGY SUCCESS** After growing Sharkies into a multi-million dollar brand, Sinclair Group sold it to Topps and Bazooka Candy Brands, a company owned by Michael Eisner in late 2010.