

Rise Wellness Launches Protein Pop Balance with Protein, Prebiotics and Fibre

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Rise Wellness announced the launch of Protein Pop Balance, the newest addition to its Protein Pop lineup of clear, ready-to-drink protein beverages. A sparkling, clear prebiotic soda, Protein Pop Balance is available now online at proteinpop.com and on Amazon, with distribution expanding to Target and other major retailers in mid-September. The beverage launches in four flavors — Lime Slush, Tropical Pineapple, Watermelon Lime, and Fruit Punch — giving consumers a lighter, gut-friendly option that rounds out the brand's growing portfolio of functional, protein-forward beverages.

Protein Pop Balance delivers 15 grams of protein, including 10 grams of clear whey protein isolate and 5 grams of collagen. The beverage also includes added prebiotics and 5 grams of fiber, working together to support a happy gut. This lightly carbonated, soda-like beverage is a balanced alternative to traditional protein shakes. The beverage contains 0 grams of sugar, is sweetened with a premium stevia leaf extract blend (Reb A, Reb M), and contains no artificial sweeteners, no caffeine, and no gluten, making it a refreshing, satisfying option for any time of day.

"Protein Pop Balance is all about giving people a lighter way to stay on track," said Darin Perry, CEO of Rise Wellness. "It's a smart way to support your gut and your protein goals at the same time — without it feeling heavy. Balance brings together prebiotics, protein, collagen, and fiber in one can that's easy for consumers to grab and go."

Protein Pop Balance joins a lineup that now spans three distinct offerings. The original Protein Pop delivers 22 grams of whey protein isolate in a non-carbonated, clear format. Protein Pop Max (formerly Protein Pop Plus) delivers 30 grams of protein and bovine collagen in a carbonated can. With Protein Pop Balance, consumers receive a balance of lighter protein, collagen, fiber, and prebiotic built for gut health, all in a refreshing beverage suited to any part of their day. All three — Protein Pop, Protein Pop Max, and Protein Pop Balance — are available at proteinpop.com, on Amazon, and at Target and other major retailers beginning mid-September.