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It's About Time: Small Brand Breaking Through In Protein Supplement Market

PITTSBURGH, PA - January 28, 2010. How does David hold his own against Goliath? Today, the answer may be in David's choice of protein supplements.

The age-old story of a small, up-and-comer battling successfully against giant competition is playing itself out here in Pittsburgh within the growing protein supplement category. In only its second year of existence, SDC Nutrition has made enormous inroads with its About Time line of products made from 100% whey protein isolate. Relying more on moxie and personal selling than traditional marketing, SDC has built a growing, sometimes fanatical following among athletes, fitness trainers and even some Hollywood elite.

In 2008, fitness professional Sean Marszalek and food science expert Devenee Schumacher looked around at the growing number of protein supplement products on the market, and didn't like what they saw. Too many artificial ingredients, artificial sweeteners, inferior protein concentrates, and very few options for people with certain dietary restrictions such as diabetes. "Frankly," said Marszalek, "there was nothing I could recommend to my clients with a clear conscience." One of those clients, Devenee Schumacher, happened to be a trained executive chef who also struggled with her own set of dietary limitations.

They began experimenting with different recipes for meal replacement options such as brownies and cookies, using only natural ingredients, whey protein isolate and no artificial sweeteners. Through trial and error, and an ever-expanding focus group of willing fitness clients and friends, they launched the About Time brand. Soon after, they expanded the line to include ready-to-mix whey protein powder.

Today, the About Time products can be found on the shelves of natural food stores, gyms, and nutrition outlets. The product is available in 36 states and three countries. The company recently launched a dynamic new online website and store at www.TryAboutTime.com.

A cornerstone of their initial success is their dedication to educating people on the benefits of protein nutrition and to beware of misleading health claims. "Protein is not just protein," said Marszalek. "People need to be skeptical of claims. Ask yourself if you really need all that stuff in your body."

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The message seems to be effective, especially with an important distribution channel – fellow fitness trainers. “We’ve found that if a nutritionist or trainer tries About Time a few times, we not only have a new customer. We have a new salesperson,” said Marszalek. Their personal endorsement has also led to some high-profile customers, including singing star Katharine McPhee. In a recent cover story in Shape Magazine, the former American Idol finalist and RCA recording artist named About Time one of her “My Feel-Good Tools.”

The personal endorsement came as a surprise for SDC. “It’s great to see the word spread,” said co-founder Schumacher. “Our goal is to create the best product on the market, keep our standards high, and be the supplement of choice.”

Currently, About Time markets Whey Protein Isolate powder in 2 lb. containers as well as convenient Fill, Shake & Go bottles. They also offer Oatmeal and Chocolate Brownie meal replacement bars.

About Time is the flagship brand of SDC Nutrition, based in Pittsburgh, Pennsylvania. SDC Nutrition is a privately held company founded by food and fitness experts Sean Marszalek and Devenee Schumacher. Information about products, nutrition facts on whey protein and company bios can be found at their new website, www.tryabouttime.com.

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