

THE THINKING MAN'S ENERGY DRINK: YOUR SHOT AT PEAK PERFORMANCE AND PEAK PROFITS



JIM WOODS

IMPORTANT NOTE: This special report is for informational and educational purposes only, based on data as of 2025. Do not buy or sell these investments without performing adequate personal research or without reading the current issue of *Investing Edge*.

The Thinking Man's Energy Drink: Your Shot at Peak Performance and Peak Profits

Copyright © 2025, by Eagle Products, LLC.

No quotes or copying permitted without written consent

Published by:

Salem Media Group

Eagle Financial Publications

1735 N Lynn St, Suite 500

Arlington, VA 22209-2016

Email: CustomerService@JimWoodsInvesting.com

Website: www.JimWoodsInvesting.com

The Thinking Man's Energy Drink: Your Shot at Peak Performance and Peak Profits

By Jim Woods, Editor, *Investing Edge*

*In the Big Rock Candy Mountains
You never change your socks
And the little streams of alcohol
Come a-trickling down the rocks*

--Harry McClintock, "Big Rock Candy Mountain"

Benjamin Franklin once famously remarked that beer is proof that God loves us and wants us to be happy.

In a more cerebral comment on another form of alcohol, Galileo Galilei said, "Wine is sunlight, held together by water."

Indeed, there is much romance, fun, and social cohesion associated with the consumption of alcoholic beverages. But why do we, as humans, use this substance?

Well, because life is difficult, and alcohol makes life just a bit easier for those of us who don't have problems with alcohol abuse and/or addiction.

Now, I am someone who loves existence and who also loves many different alcoholic beverages. I use these beverages as tools to help me enjoy the one life I am certain that I have, right here, right now.

However, alcohol isn't all just celebration. Like any good thing in life, too much of it can have negative outcomes. And because alcohol in excess can be toxic to humans both physiologically and psychologically, very smart people have become

obsessed with finding ways to reduce or even eliminate the negative effects of alcohol consumption even before they start.

I always thought to myself that if someone could go into a laboratory and mix some highpotency, all-natural “functional” ingredients into a blender and come up with a liquid to ameliorate the negative side effects of alcohol overindulgence, they would have the proverbial “million-dollar idea” that could make them rich!

Well, that idea is finally a reality, and it’s here today for all to embrace.

In fact, that idea has been made real by the company you’ve discovered today...
Safety Shot, Inc. (NASDAQ: SHOT).

Safety Shot is the maker of “Sure Shot,” an energy-drink product that I personally consume regularly. I do this not only to help ameliorate the negative effects of alcohol consumption, but also for its many other positives aside from that of its core mission.

I like to call Sure Shot the thinking man’s energy drink.

Why do I call it that?

Well, because man’s unique selling proposition, if you will, is that he uses reason to solve problems. Aristotle defined man as the “rational animal,” meaning that our *raison d’être* is, in fact, reason itself. Yet to be rational, you have to have a fully functioning mind, and for all of its positives, too much alcohol consumption can interfere with your rational operating system.

The way I see it, anything that gives one a slight enhancement and that supports this salient feature of mankind’s well-being not only comports with man’s nature, but it helps him function as a proper rational animal.

I love Sure Shot, and I use it as a tool to rapidly reduce my blood alcohol content (BAC), and it has been clinically proven to do. In fact, [a 2024 study](#) revealed that within 30 minutes [of the consumption of Sure Shot], monitored study participants



reported a highly significant drop in BAC and peak changes in several of the markers responsible for the metabolism of alcohol.

These participants were between the ages of 24 and 46 with bodyweight ranging between 95 and 225 lbs. The study showed a dramatic and remarkable difference of 30%-50% faster in the rate at which alcohol was reduced and cleared from the body with the consumption of Sure Shot over a placebo.

Even more interesting, participants continued to see measurable drops in successive 30-minute increments, indicating Sure Shot's proprietary blend of vitamins, minerals and botanical ingredients is clinically proven as the world's first formula to aid in the rapid reduction of alcohol within the body.

How's that for a thinking man's energy drink!

Now, there are lot of other positives to Sure Shot, including a taste that I love, and the fact that it contains those aforementioned vitamins, minerals and botanical ingredients that do a body and mind good. But hey, you don't have to like the taste, and you don't have to even drink alcohol, to know about the real side effect that this product could have.

I am speaking here about the side effect that is potentially making *a lot* of money by owning **Safety Shot, Inc. (NASDAQ: SHOT)** stock.

Yes, I know that's what you came here for; my expert investment thoughts on **Safety Shot, Inc. (NASDAQ: SHOT)** and its potential upside for investors.

Well, my investment thesis here is actually quite simple, and that is a good thing. Because you see, the simpler an investment thesis, the more likely it is that thesis will play out.

So, here is the main reason why I recommend you should own SHOT shares:

Safety Shot has a revolutionary new beverage, Sure Shot, that's poised for rapid growth in the \$220 billion functional beverage market. It's executing a proven, multi-channel growth strategy in a market of ravenous and high-spending consumers. What's more, its leadership team is battle-tested with a proven track record in the beverage industry. It could deliver windfall profits to investors who get on board now while it's still under the radar.

I expect to see sizeable gains for early investors in **Safety Shot, Inc. (NASDAQ: SHOT)**. It's well-positioned to dominate a fast-growing market that experts predict will accelerate to \$353 billion in sales globally by 2030, while outmaneuvering its bigger rivals.

Here are eight key reasons why I believe — based on my research and analysis — that **Safety Shot (NASDAQ: SHOT)** could be a big winner for your portfolio...

Reason 1: Explosive Growth in the \$220 Billion Functional Beverage Market

Monster Beverage is part of a special niche of the beverage industry called “functional” beverages — a fancy way of saying they offer specific health benefits that go beyond hydration. This includes categories such as energy drinks, sports drinks and enhanced water.

The market for functional beverages continues to grow as more people look for benefits such as energy, relaxation, immune support, cognitive support and muscle building.

A consumer trends report published by Prinova, a global supplier of functional ingredients and premix manufacturing solutions, observed that 89% of consumers opt for functional food and beverages over supplements to support their health.

“Given the scale of this market need, and the increasingly wide range of on-trend functional ingredients available, it's clear there are still huge opportunities for innovation in the functional beverage space,” says James Street, Global Marketing Director at Prinova.

According to Grand View Research, \$220 billion worth of functional beverages were sold worldwide in 2023. And that number is expected to grow to \$353 billion by 2030. That's a massive 60% growth in just a few short years.

Jennifer Berndt, a marketing manager at multinational food giant Cargill, says this demand is fueled by “on-the-go consumers [whose] fast-paced lives and demanding schedules feed demand for quick energy solutions like energy drinks.”

And they're especially popular among teenagers and young adults who grew up with them the way you and I grew up with soda pop.

Bottom line: **Safety Shot (NASDAQ: SHOT)** is part of a massive market that is growing at a rapid pace, driven by increasing consumer interest in health and wellness.

The Boost I Need for a Better Workout

Here's another cool thing that resonates with me because I'm a former competitive bodybuilder who spends a lot of time in the gym: We fitness enthusiasts love energy drinks because they give us the fuel we need for a better workout.

This is something I can attest to personally. Even though I retired from competitive bodybuilding decades ago, I still work out nearly every day. And ever since I discovered Sure Shot, I've made it my go-to energy drink whenever I need a quick boost to keep my workout going.

And I've got to tell you, it really works. Better yet, it's quite literally a shot — just four ounces — so I can down the whole thing in just a swallow or two. But I still get the same level of hydration and energy as I get from the 16-oz. cans I've been drinking for years. That makes things a lot quicker and easier.

Furthermore, I get none of the over-caffeinated jitters that many of the other drinks bring. That's because Sure Shot relies on something other than a massive caffeine injection to provide the energy I'm looking for.

Reason 2: Standing Apart in a Sea of Sameness

As you've probably noticed, the shelves at your local supermarket are packed with me-too energy drinks, all offering pretty much the same product and the same benefits. Most of them just involve mixing carbonated water with synthetic caffeine, sugar and artificial flavoring. They do little to distinguish themselves from each other, other than making bigger and bigger promises about the massive amounts of energy they'll give you.

So, when **Safety Shot (NASDQ: SHOT)** first popped onto my radar, one of the first things I did was to make sure it actually had something new, different and

better. That's the only way to stand out and attract attention in a veritable sea of nearly identical energy beverages. It's also the best way to drive increased sales and a higher stock price.

Fortunately, Sure Shot stands apart in two important ways, both of them perfectly matched to what the market is demanding right now.

First, it contains a group of natural compounds known as nootropics. These “smart drugs” enhance thinking, memory, mood, attention, creativity and even motivation. That's why nootropics are soaring in popularity.

The U.S. nootropics market is set to more than double from \$4.73 billion in 2023 to \$9.95 billion by 2028. Then to double again to \$20.33 billion by 2033.

Who hasn't dreamed of having a better memory ... or becoming more intelligent ... or learning more things in less time ... or thinking and reacting faster? If someone can get these benefits simply by taking a pill or drinking a beverage, why not?

With the scientifically-formulated blend of nootropics that's packed into Sure Shot, it's much more than a simple energy drink.

You see, Sure Shot is crafted by infusing purified water with a patented formula that combines 20 natural vitamins, antioxidants, minerals, electrolytes and — most importantly — nootropics. So, instead of just flooding your body with a large dose of caffeine you get a nutritional combination that brings long-lasting energy without jitters and without the afternoon crash.

Sure Shot is also loaded with 20 different nootropics for maximum impact. They include...

- **N-acetyl tyrosine**, an amino acid that may enhance mental sharpness, increase alertness and improve mood
- **Dandelion extract**, which is derived from the leaves, roots and flowers of the dandelion plant, may reduce fatigue and depression

- **Cognizin® Citicoline**, a unique patented form of the supplement citicoline that may improve memory and brain performance. Its benefits may also include improved focus, attention and memory

- **Panax Ginseng**, an herb that grows in Asia and is rich in antioxidants. It could help with memory and improved thinking. And it helps your body adapt to stress and anxiety.

- **Mucuna pruriens** (also known as velvet bean) is a tropical legume that has been used for thousands of years for improved brain health. It's especially popular in Ayurvedic medicine, which originated in India more than 3,000 years ago.

- **Taurine** is an amino acid that can improve mental performance. It's also known to delay muscle fatigue for improved athletic performance.

Plus more than a dozen additional nootropics that promote increased energy, greater focus, higher levels of alertness, improved mood and more.

This exclusive combination of nutrients brings fast rehydration, supercharges energy and mood and brings enhanced mental clarity that is off the charts.

This is exactly what today's consumers are looking for. As the Food Institute puts it, "consumers have shown clear interest in functional beverages. This is due to "consumer's increasing focus on wellness, endurance and alertness."

Reason 3: The World's Only Clinically-Proven Solution to a \$2.3 Billion Problem

I started this report by telling you that **Safety Shot's (NASDAQ: SHOT)** revolutionary new beverage is the world's first and only rapid alcohol reducer.

Its patented formula lowers blood alcohol content by supporting its metabolism ... replenishes electrolytes ... reduces the absorption of residual alcohol in the gut ... and improves a person's physical and mental feeling of well-being.

It works by speeding up the body's own processes, and clinical studies using breathalyzers and blood tests have shown it starts working in the body in as little as 30 minutes. Simply put ... it helps people feel better faster, so they can enjoy a fun

night out without paying the price the next morning — and it's a game-changer with mass market potential.

According to recent Gallup data, 62% of U.S. adults 18 and older drink alcohol, with 19% of drinkers saying they sometimes overindulge. Globally, one in three people drink alcohol. That's why the market for products aimed at helping people "feel better the morning after" is projected to grow from \$2.3 billion in 2023 to over \$6 billion by 2030. That's a meteoric compound annual growth rate (CAGR) of 14.9%.

To give you an idea of the potential here, the closest comparable to Sure Shot is a powdered water enhancer called Liquid I.V. Sold as a "hydration multiplier" that hydrates up to 2.5 times faster than water, it's used by some consumers to reduce the effects of alcohol.

Liquid I.V. was acquired by Unilever in 2020 for approximately \$500 million, and Unilever recently shared that the brand is nearing \$1 billion in net sales. This shows the huge potential of just this one little niche. Then add in everything else that **Safety Shot (NASDAQ: SHOT)** has going for it and it could be a big winner.

Reason 4: Exclusive Patented Ingredients to Stop Copycats in Their tracks

The smart minds at **Safety Shot (NASDAQ: SHOT)** didn't just stumble onto this formulation. They performed thousands of tests with consumers to arrive at the right ingredients, in the right and specific combination, to give Sure Shot its one-two-three punch.

It was all a very costly and time-consuming process. So they were mindful from the beginning about locking down the ingredients and the formula, so it can't be knocked off by a competitor.

Consequently, they don't just buy off-the-shelf ingredients from the local bulk supplement warehouse. Instead it relies on a number of patented nootropics for enhanced purity and impact.

And get this: **Safety Shot (NASDAQ: SHOT)** has licensed these nootropics so no one else can use them together in this type of formula. This means this new beverage is backed by science and protected by patents.

The bottom line is Sure Shot is an innovative new twist on the energy drink that I expect to take the world by storm. As I anticipate demand, revenue and profits to soar, **Safety Shot's (NASDAQ: SHOT)** stock could go for a very profitable ride.

Reason 5: Sure Shot is Already Sold in Thousands of Retail Locations Across America

The battle for grocery store shelf space is somewhat similar to a “to-the-death” cage match. Nobody wants to give up an inch of that valuable space, which makes it harder for new products to break through.

The good news for **Safety Shot (NASDAQ: SHOT)** and its investors is that thanks to all the advantages of its product, it has been able to forge distribution deals with a number of America's leading distributors.

For example, in the months leading up to this writing (March 2025) the company announced partnerships with...

- **KeHE Distributors** — a leading natural and organic, specialty and fresh food distributor to get Sure Shot into thousands of retail locations across the U.S.
- **Atlantic Beverage Distributors** to expand distribution into Massachusetts and Rhode Island and **Prime CSB** to expand distribution into New York and New Jersey
- **Mr. Checkout**, a national network of independent distributors, full-line grocery distributors and wholesalers that serves more than 200,000 independent retail locations nationwide, including convenience stores, neighborhood markets and independent grocers.
- **Gopuff**, the leading instant commerce delivery company, to provide easy accessibility to millions of consumers nationwide. It will also be available at Gopuff subsidiaries BevMo! (162 stores) and Liquor Barn.
- **Launch 33 Brands**, a leading brand building agency and distributor based in Los Angeles that plans to put Sure Shot into more 250 key retail accounts across the Los Angeles area.

- **VENDO**, an eCommerce platform that works directly with brands to drive growth digital ecommerce ecosystem. The company works with Amazon, Walmart.com, TikTok Shop, and other media buying channels.

In **Safety Shot's (NASDAQ: SHOT)** conversation with retailers, many are waving slotting fees and letting them skip to the head of the line due to Sure Shot's uniqueness.

And that was before they released a new, on-the-go powder. The new "stick pack," as it's called, will allow for sales in more locations both online and in stores. It will also create greater convenience for customers, so as to encourage repeat sales.

Stick packs are also a game changer from a business standpoint, since they are far cheaper to ship across the country than a heavy liquid. So it has a dramatic effect on profitability. Better yet, retailers love it because they see it as a new, innovative, and disruptive impulse buy that will generate incremental revenue.

Reason 6: Celebrity Influencers Are Giving Sure Shot Mass Exposure to Tens of Millions of Consumers

One of the key markets for Sure Shot is members of Generation Z and millennials who are between 18- and 38-years-old. And one of the most effective ways to drive higher sales from that market is to partner with social media "influencers" who play a surprisingly large role in the choices made by consumers in this age group.

According to the research firm Morning Consult, a whopping 72% of the members of Generation Z and millennials follow social media influencers. More importantly, more than 50% of those surveyed trust the advice given by influencers about the products and brands they review and recommend. That's an even higher percentage than those who trust traditional celebrities and star athletes when they endorse a product.

With this in mind, **Safety Shot (NASDAQ: SHOT)** is partnering with a small army of world class influencers who use, love and endorse Sure Shot.

Over the last year, Safety Shot has teamed up with...

- **Drew Desbordes** — known online as "Druski" — who has more than 30 million followers across social media, as well as partnerships with major brands

including Beats By Dre and Bud Light Seltzer. Druski's influence even earned him a spot on Forbes' 2023 Top Creators List.

Druski's latest venture is a reality series called "Coulda Been House." Druski will integrate Sure Shot into six episodes of the show, showcasing its benefits to a wider audience.

- **Matthew Espinosa** has more than 16 million followers across social media. Matthew is an actor, producer, and writer who has been on shows including *American Vandal* on Netflix and *Ballers* on HBO Max, as well as films such as *Be Somebody* and *A Hollywood Christmas*.

He has also collaborated with top-tier brands such as Oreo, Pizza Hut, MGM Grand, CashApp, Virgin, and CBS.

- **The Nelk Boys** is an entertainment and retail company with more than 10 million followers on YouTube and 4.3 million on Instagram. The group often hosts high profile guests including Elon Musk, Donald Trump, and Mike Tyson.

- **Danny Way** is a professional skateboarder and influencer with nearly 2.5 million social media followers. Way has won numerous gold medals representing the U.S. in the Summer X Games. And he has been named "Skater of the Year" by *Thrasher* magazine twice. His skateboarding achievements include jumping the Great Wall of China and jumping from a helicopter onto a skateboard ramp.

- **Steve Deleonardis** — known online as SteveWillDoIt — has millions of online followers and billions of views across YouTube, Instagram, TikTok, X and Snapchat. He's known for his challenge videos, philanthropy, and high-profile collaborations with world-renowned personalities.

- **Jorge Masvidal**, a mixed martial arts legend who recently held the BMF belt awarded to the toughest, most exciting Ultimate Fighting Championship (UFC) fighter. Sure Shot is now the official drink of Masvidal's company, Gamebred Boxing.

- **Hector Lombard**, a professional mixed martial artist, bodybuilder, UFC fighter and former Olympic judo competitor.

- **Darren Heitner**, a sports attorney and influencer who works on behalf of numerous athletes and brands, including Gatorade and now Sure Shot.

It's hard to imagine a better promotional tool than a contact list jam-packed with influencers that hold major sway over your target market.

My analysis here shows that all this exposure and all these endorsements — combined with what a great product Sure Shot is — could drive a massive sales and revenue increase. And that could mean increased interest from investors and a significantly higher stock price.

Reason 7: Battle-Tested Leadership with a Monster Pedigree

Over the course of my financial career, I've seen a lot of great products disappear without a trace because the company's management team didn't have the skills to succeed. So when I'm analyzing an early-stage company like this, I always take a careful look at its leadership team before I even dream of recommending it. If I don't like what I see, I move on.

The good news here is **Safety Shot's (NASDAQ: SHOT)** leadership team is one of the most impressive I've seen at a company that is at such an early stage. Take a look at these impressive players...

Jarrett Boon, Chief Executive Officer: Jarrett is a seasoned entrepreneur with more than 30 years of experience in creating and growing successful businesses. He was the co-founder and CEO of GBB Drink Lab, which developed Sure Shot. Perhaps his biggest claim to fame is his role as one of the original investors in the identity theft protection giant, LifeLock. Jarrett's expertise in sales, marketing and business development helped grow LifeLock to \$500 million in revenue and go public in 2012. LifeLock went public in 2012 and was acquired by Symantec in 2016 for \$2.3 billion.

John Gulyas, Chairman of the Board: John is a serial entrepreneur with multiple sevenfigure exits and experience in industries ranging from cellular services to waste management to hospitality. He has owned and operated multiple franchise brands over the last 13 years. He also consults with franchisors on how to successfully develop their brands. His most notable work was with European Wax Center, helping it grow from four to 640 locations.

David Long, Board Member: David is co-founder of the fitness franchise, Orangetheory. As CEO, he led the company through the franchise's rapid growth, opening more than 1,300 studios in 23 countries in just 10 years and helping lead the fitness giant to more than \$1 billion in revenues.

In addition, David has also been instrumental in the development of several successful franchise brands including Massage Envy and European Wax Center.

Rich Pascucci, Board Member: Rich is an icon in the beverage space. He's held a leadership role with Red Bull, Diageo, Pabst Brewing, and many others. Over the past several years, he's exited or nationally partnered 13 brands and has an extensive network of distributors, strategics, VCs, and other industry stakeholders.

Not only is this one of the most impressive management teams I've seen, it's also a team that believes in the company and is putting their own money behind that belief. For example, Safety Shot president Jordan Schur has invested \$9.4 million in the company through his family investment group, Core 4 Capital Corp.

That's the kind of money that makes me sit up and take notice because when insiders are putting that much skin in the game, it's a further indicator that my analysis is spot on. It also aligns the interests of the management team with the interests of every other shareholder.

Oh, and there is one more HUGE thing I need to mention here. Just before I began putting this report together, news broke of an acquisition that adds even more gravitas to the management team.

Safety Shot (NASDAQ: SHOT) announced that they are acquiring Yerbae Brands, which means that industry superstar Todd Gibson, CEO and co-founder of Yerbae Brands, will be joining the management team.

Yerbae is the maker of the popular plant-based energy drink, along with a full lineup of other functional beverages. Todd will be joining the team to help with the logistical expertise to grow the company into the industry's next potential billion-dollar success story.

Todd is not only a beverage industry pioneer but, more importantly, he's one of the geniuses behind Monster Beverage's astonishing 131,050% stock market return, a return that made it one of the very best-performing stocks in market history!

He helped build Monster into one of the leading companies on the planet with a \$54 billion market cap, while getting a \$2.15 billion investment from Coca-Cola. He then helped to build two more beverage companies to well over \$100 million. This includes South Beach Beverage, better known as Sobe, which he helped launch and build until it was acquired by PepsiCo in 2000 for roughly \$370 million. And Fuze, maker of the energy drink NOS, as well as teas and fruit drinks, where he was employee number two, and helped build Fuze into an industry powerhouse that was acquired by Coca-Cola in 2007 for an estimated \$250 million.

Three beverage companies, three massive successes, all of them showcasing Todd's genius for building beverage industry titans.

With his immense knowledge of the beverage industry and the sheer number of contacts that he's made over his more than 30 years in the business, plus his ability to make distribution agreements that a less-experienced executive never could. Todd has the experience to win the Herculean battle for shelf space against established brands like Coca-Cola and PepsiCo that have billions of dollars behind them.

Not only is this one of the most impressive leadership teams I've seen, but it's also a team that believes in the company and is putting their own money behind that belief. For example, the company's president, Jordan Schur, has invested \$9.4 million in the company through his family investment group, Core 4 Capital Corp.

That's the kind of money that makes me sit up and take notice, because when insiders are putting so much skin in the game, it's a further indicator that my analysis is spot on. It also aligns the interests of the leadership with the interests of shareholders.

Reason 8: A Serious Growth Machine with Two Major Paths to Monster-Sized Profits

Safety Shot's (Nasdaq: SHOT) sales, marketing and brand development strategies should make it a serious growth machine in the months ahead — with two major paths forward.

First, they are looking to acquire other innovative, IP-protected beverages to join Sure Shot in their product arsenal. If you take a company with a high-growth beverage like Monster Energy and merge it with the IP acquisition strategy of a Coca-Cola, you've got a formidable company.

They are already in talks to acquire major functional beverage brands with growing sales and an impenetrable IP that's impossible to knock off.

Second, while my analysis shows that investors in **Safety Shot (NASDAQ: SHOT)** could do very well over the next couple of years, they could do even better if and when the company is acquired by a big player in the industry.

This is more likely than you might think because big beverage companies prefer to acquire companies in new niches rather than start from scratch and build something themselves. It's generally easier and cheaper to just buy an innovative company that has already figured things out and has developed a good product with growing sales and a loyal customer base.

A company such as **Safety Shot (Nasdaq: SHOT)**.

And giants such as Coca-Cola, PepsiCo and Keurig Dr Pepper are constantly on the hunt for innovative companies to acquire. For example, Coca-Cola spent \$2.15 billion to acquire 16.7% of Monster Energy. It also bought 15% of sports drink maker BodyArmor in 2018 and then acquired the rest of it in 2021 for \$5.6 billion. The acquisition handed BodyArmor's shareholders a 3,200% return! Coke also paid \$4.2 billion for Vitaminwater and another \$220 million for Topo Chico in an effort to capitalize on the rising popularity of bottled water.

Keurig Dr Pepper has been even more aggressive. In 2022, the company spent \$863 million to buy a 30% stake in Nutrabolt, the maker of energy drinks C4 Energy and Xtend Energy. It bought Core Nutrition, which makes nutrient-enhanced bottled water and fruit drinks, for \$525 million. It also bought caffeinated sparkling water brand Limitless. And its predecessor company purchased enhanced water maker Bai Brands for \$1.7 billion in 2017.

Lastly, there's PepsiCo, which bought Cytosport, makers of the Muscle Milk and Evolve brands of sports beverages, for \$465 million in 2019. It also snapped up

energy drink maker Rockstar for nearly \$4 billion in 2020. And in 2022 it invested \$550 million to take an 8.5% stake in energy drink maker Celsius Holdings.

While I never recommend investing in a company based solely on its acquisition potential, I see that potential as icing on the cake. And once **Safety Shot (NASDAQ: SHOT)** crosses the \$100 million a year mark in sales, its odds of acquisition soar immensely.

You do not want to be on the outside looking in when that happens.

Bottom line: I see all the makings of a company that could be going places and potentially handing early investors nice returns. And getting in now, while the company is still in its early stages, could bring you some rich rewards.

Conclusion

As you can see, there are so many reasons to love **Safety Shot (NASDAQ: SHOT)**, both from a product perspective as well as from a stock perspective.

So, now it's time for you to take your "SHOT," (pun intended) and put **Safety Shot (NASDAQ: SHOT)** stock in your portfolio.

And don't worry, you don't have to thank me, because being a thinking man and helping investors make money so that they can live the lives they truly want is my *raison d'être*—and it is one that I'm proud to say I do, excellently.

So, let's raise a toast to libations, and the thinking man's energy drink that helps us enjoy it even more along the way!

In the name of the best within us,

A handwritten signature in blue ink, appearing to read "Jim Woods". The signature is stylized with a large, looping initial "J" and a cursive "Woods".

Jim Woods

IMPORTANT NOTICE AND DISCLAIMER: All investments are subject to risk, which must be considered on an individual basis before making any investment decision. This paid advertisement includes a stock profile of Safety Shot, Inc (NASDAQ: SHOT). Investing Edge Newsletter is an investment newsletter being advertised herein. This paid advertisement is intended solely for information and educational purposes and is not to be construed under any circumstances as an offer to sell or a solicitation of an offer to purchase any securities. In an effort to enhance public awareness, Safety Shot, Inc (NASDAQ: SHOT) provided advertising agencies with a total budget of approximately \$2,209,048, and is the sole source of the funds, to cover the costs associated with creating, printing and distribution of this advertisement. In addition, Investing Edge Newsletter may receive subscription revenue in the future from new subscribers as a result of this advertisement for its newsletter. The advertising agencies will retain any excess sums after all expenses are paid. While this advertisement is being disseminated and for a period of not less than 90 days thereafter, Investing Edge Newsletter, the advertising agencies, and their respective officers, principals, or affiliates will not sell securities of Safety Shot, Inc (NASDAQ: SHOT). If successful, this advertisement will increase investor and market awareness of Safety Shot, Inc (NASDAQ: SHOT) and its securities, which may result in an increased number of shareholders owning and trading the securities, increased trading volume, and possibly an increase in share price, which may be temporary. This advertisement, the advertising agencies and Investing Edge Newsletter do not purport to provide a complete analysis of Safety Shot, Inc (NASDAQ: SHOT) or its financial position. They are not, and do not purport to be, broker-dealers or registered investment advisors. This advertisement is not, and should not be construed to be, personalized investment advice directed to or appropriate for any particular investor. Any investment should be made only after consulting a registered broker-dealer or registered investment advisor or, at a minimum, doing your own research if you do not utilize an investment professional to make decisions on what securities to buy and sell, and only after reviewing the financial statements and other pertinent publicly-available information about Safety Shot, Inc (NASDAQ: SHOT). Further, readers are specifically urged to read and carefully consider the Risk Factors identified and discussed in Safety Shot, Inc (NASDAQ: SHOT) SEC filings. Investing in microcap securities such as Safety Shot, Inc (NASDAQ: SHOT) is speculative and carries a high degree of risk. Past performance does not guarantee future results. This advertisement is based exclusively on information generally available to the public and does not contain any material, non-public information. The information on which it is based is believed to be reliable. Nevertheless, the advertising agencies and Investing Edge Newsletter cannot guarantee the accuracy or completeness of the information and are not responsible for any errors or omissions. This advertisement contains forward-looking statements, including statements regarding expected continual growth of Safety Shot, Inc (NASDAQ: SHOT) and/or its industry. The advertising agencies and Investing Edge Newsletter note that statements contained herein that look forward in time, which include everything other than historical information, involve risks and uncertainties that may affect Safety Shot, Inc (NASDAQ: SHOT) actual results of operations. Factors that could cause actual results to vary include the size and growth of the market for Safety Shot, Inc (NASDAQ: SHOT) products and/or services, the company's ability to fund its capital requirements in the near term and long term, federal and state regulatory issues, pricing pressures, etc. Investing Edge Newsletter is the publisher's trademark. All trademarks used in this advertisement other than Investing Edge Newsletter are the property of their respective trademark holders and no endorsement by such owners of the contents of this advertisement is made or implied. The

advertising agencies and Investing Edge are not affiliated, connected, or associated with, and are not sponsored, approved, or originated by, the trademark holders unless otherwise stated. No claim is made to any rights in any third-party trademarks.

Biography



Jim Woods is the editor of *Investing Edge*, *Bullseye Stock Trader*, *Tactical Trader*, *Woods' Wealth Alliance*, and *Crypto and Commodities Trader*, his newest trading service. He is a 20-plus-year veteran of the markets with varied experience as a broker, hedge fund trader, financial writer and newsletter editor.

His books include co-authoring “Billion Dollar Green: Profit from the Eco Revolution” and “The Wealth Shield: How to Invest and Protect Your Money from Another Stock Market Crash, Financial Crisis or Global Economic Collapse.” He’s also ghostwritten many books and articles, as well as edited content for some of the investment industry’s biggest luminaries.

His Top Pick was the #1 Performing Stock out of 120 in the MoneyShow’s 2022 Top Pro’s’ Top Picks Report. His pick led the way out of the picks of the nation’s leading financial experts.

His articles have appeared on many leading financial websites, including InvestorPlace.com, Main Street Investor, MarketWatch, Street Authority, Human Events and many others.

Jim formerly worked with *Investor’s Business Daily* founder William J. O’Neil, helping to author training courses in the CANSLIM stock-picking methodology.

In the five-year period from 2009 to 2014, the independent firm TipRanks ranked Jim the No. 4 financial blogger in the world (out of more than 14,000). TipRanks calculates that during that period, he made 378 successful recommendations out of 506 total, earning a success rate of 75% and a +16.3% average return per recommendation.

He is known in professional and personal circles as “The Renaissance Man,” because his expertise includes such varied fields as composing and performing music, Western horsemanship, combat marksmanship, martial arts, auto racing and bodybuilding.

Jim holds a BA in philosophy from the University of California, Los Angeles and is a former U.S. Army paratrooper. A self-described “radical for capitalism,” he celebrates the virtue of making money from his Southern California horse ranch.

IETMED0325