

SPYLT Brings World's Largest Rock Paper Scissors Tournament to NACS 2025 — Winner Drives Away in a SPYLT 2025 Ford Bronco

Chicago, IL – October 2025 — SPYLT, the brand reinventing how adults view chocolate milk, is raising the stakes at NACS 2025 in Chicago. On Thursday, October 16 at 2:00 PM, the company will attempt to host the world's largest Rock Paper Scissors tournament, with the ultimate prize: a SPYLT-wrapped 2025 Ford Bronco.

SPYLT officially hit store shelves in March 2024 and has since expanded nationwide, with placement in Kroger, Albertsons, HEB, Maverik, Circle K, QT, Extra Mile, OXXO, Jackson's and beyond. Built on the bold ethos "Don't Grow Up, It's a Trap," SPYLT pairs protein and caffeine in a first-of-its-kind drink that's fueling a nationwide community of "Chug Clubbers" who embrace messier moments and live life to the fullest.

To compete, any and all NACS attendees must stop by the SPYLT booth **#N2124** prior to the first round to pick up an official SPYLT Rock Paper Scissors wristband. Without it, they won't be eligible to play when the games begin promptly at 2:00 PM.

"This isn't just a tournament, it's a moment to relive the fun of being a kid, connect with the SPYLT team & community, and walk away with a prize as bold as our brand," said SPYLT co-founder Josh Mendenhall.



No purchase necessary. Open to U.S. residents 18+. One entry per person. Employees of SPYLT/Built excluded. Contest held at NACS in Chicago on Thursday Oct 16th Winner receives a 1-year lease of a 2025 SPYLT-wrapped Ford Bronco or may choose \$10,000 cash alternative. Winner responsible for all taxes. Official Rules available at <https://www.spylt.com/spylt-rps-bronco-giveaway>. Void where prohibited.