SWEET TAKES

S1E11

Protein for the Rest of Us: The Tide Treats Origin Story

Season 1 Episode 11 Notes

May 2026

bigleap

Contents

About Johnny Fauver 02

Show Notes 03

Episode Synopsis

In October 2024, Johnny Fauver was a financial advisor with a list of 30 business ideas on his phone. Eighteen months later, he's running a Costco roadshow, rolling into 150 Smith's grocery stores, and in talks with Harmons, Maverik, and Planet Fitness. The product? Tide Treats, a protein-packed puffed rice treat with 25 grams of protein, six grams of fiber, and no added sugar.

In this episode of Sweet Takes, host Coby joins Johnny on the way to a Costco roadshow to unpack the journey: cold-calling 50 food science labs before one said yes, six months of R&D, and 30,000 bars selling out of his Sandy, Utah garage in just six weeks. Johnny shares the philosophy behind Tide Treats, "protein for the rest of us," and why he wanted to break the stigma that protein bars are only for gym-goers.

He also opens up about building the brand alongside his dad Rob, hand-packing Costco variety boxes with his wife and seven-year-old son, and launching the company just six weeks before his newborn spent two weeks on life support. It's a candid look at how Tide Treats is quietly disrupting the protein aisle, one bar at a time.

About

Johnny Fauver

Expertise:
Entrepreneurship, product development, direct-to-consumer (DTC) growth, nutritional strategy, finance and holistic wealth management.

Johnny is a multifaceted founder and strategist who bridges the gap between financial discipline and the health-and-wellness industry.

While he established himself as a high-level advisor at some of the world's leading financial institutions, his recent pivot into the consumer goods space as the Founder of Tide Treats showcases his ability to identify market gaps and build brands from the ground up.

Based in Sandy, Utah, Johnny's career began with a deep dive into economics and wealth optimization, earning his degree from Brigham Young University and his CFP® designation through UC Berkeley. He spent years navigating the complexities of equity compensation and tax strategies for ultra-high-net-worth clients as a Vice President at Farther and a consultant at Charles Schwab and Fidelity.

However, it was his personal commitment to functional nutrition that led to the creation of Tide Treats. Frustrated by the "chalky" texture of traditional supplements, Johnny engineered a high-protein, zero-added-sugar "rice crispy treat" designed for individuals looking for convenient, healthy options.

Under his leadership, Tide Treats has grown into a disruptive force in the snack industry, prioritizing clean ingredients and "protein for the rest of us."

Education:
Johnny earned his Bachelor of Science in Economics from Brigham Young University, and completed the Certified Financial Planning program through UC Berkeley.

S1E11

Show Notes

1. The Evolution of Tide Treats

- The Origin Story: Johnny Fauver, a former financial adviser, had the idea for Tide Treats in October 2024 and launched it with his wife's permission to move away from a career in finance.
- Meteoric Growth: Within a year and a half, the brand progressed from an idea to holding roadshows with Costco and securing placement in 150 Smith's grocery stores.
- Research and Development: Fauver spent six months in R&D, contacting approximately 50 food science labs to develop a protein-packed treat using functional ingredients like whey protein and allulose.

2. Redefining the Protein Bar

- Overcoming Stigmas: The brand aims to break the stereotype that protein bars are only for athletes or bodybuilders by making them familiar and accessible to everyone.
- The "Rest of Us" Philosophy: By utilizing the nostalgia of a classic Rice Krispie treat, the product appeals to a wide demographic without requiring customers to change their lifestyle.
- Nutritional Integrity: Despite the treat-like taste, each bar contains 25 grams of protein, roughly a third of the daily fiber requirement, and no added sugar.

3. Entrepreneurial Insights and Challenges

- The Asset of Ignorance: Fauver believes coming from outside the CPG industry was a "huge asset" because he wasn't deterred by the common problems and challenges known to industry experts.
- Capital Intensity: Moving from service-driven industries like software or finance to CPG required a mindset shift regarding inventory forecasting and the high upfront costs of manufacturing.
- The Meaning of Work: Building the business during difficult personal times, including his son's medical challenges, provided a sense of purpose and distracted from hardship.

4. Future Vision and Brand Longevity

- Scaling with Major Retailers: The immediate goal is to secure permanent placement in 30 Costco stores, with potential for a national rollout within 18 to 24 months.
- Authentic Creativity: Fauver emphasizes that the market eventually rewards originality and authentic creativity over simply trying to fill a market hole.
- Long-Term Role: As the brand grows toward a potential nine-figure business, Fauver prefers to focus on building and creating formulas rather than managing everyday operations or balancing books.

Related Reading

https://www.tidetreats.com/pages/our-story