

## **BELLRING BRANDS CLASS ACTION NOTICE: BFA Law has Filed a Securities Fraud Class Action Lawsuit Against BellRing Brands, Inc. (BRBR) - ACCESS Newswire**

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**NEW YORK CITY, NY / ACCESS Newswire / January 22, 2026** /Bleichmar Fonti & Auld LLP ("BFA") announces that it has filed a class action lawsuit for violations of the federal securities laws against BellRing Brands, Inc. ("BellRing" or the "Company") and certain of the Company's senior executives. The complaint asserts claims under Sections 10(b) and 20(a) of the Securities Exchange Act of 1934 on behalf of investors in BellRing securities between November 19, 2024 and August 4, 2025 inclusive (the "Class Period"). The case is pending in the U.S. District Court for the Southern District of New York and is captioned Denha v. BellRing Brands, Inc., No. 1:26-cv-00575.

### **What is the Lawsuit About?**

BellRing develops, markets, and sells "convenient nutrition" products such as ready-to-drink ("RTD") protein shakes, powders, bars, and other protein enriched food products, primarily under the brand name Premier Protein.

The complaint alleges that throughout the Class Period, Defendants made materially false and misleading statements concerning the drivers of BellRing's sales growth and the impact of competition on demand for the Company's products. During the Class Period, Defendants represented that sales growth reflected increased end-consumer demand, attributing results to "organic growth," "distribution gains," "incremental promotional activity," and "[s]trong macro tailwinds around protein" among other factors. At the same time, Defendants downplayed the impact of competition on demand, insisting BellRing was not experiencing any significant changes in competition, and that in the RTD category particularly, BellRing possessed a "competitive moat," given that "the ready-to-drink category is just highly complex" and the products are "hard to formulate."

These statements were materially false and misleading. In truth, BellRing's reported sales during the Class Period were driven by its key customers stockpiling inventory, which concealed the erosion of BellRing's market share as competition intensified, and did not reflect increased end-consumer demand or brand momentum. Following the destocking, BellRing admitted that competitive pressures were materially weakening demand.

On May 6, 2025, BellRing's CFO revealed "several key retailers lowered their weeks of supply on hand, which is expected to be a mid-single-digit headwind to our third quarter growth," adding "[w]e now expect Q3 sales growth of low single digits." BellRing's CEO revealed that retailers had been "hoarding inventory to make sure they didn't run out of stock on shelf" and "protecting themselves coming out of capacity constraints," but since there had been "several quarters of high in-stock rates," customers "felt comfortable about bringing [inventory] down. We thought this could happen."

This news caused the price of BellRing stock to drop \$14.88 per share, or 19%, from a closing price of \$78.43 per share on May 5, 2025, to \$63.55 per share on May 6, 2025.

On August 4, 2025, after market hours, BellRing reported its 3Q 2025 financial results and "narrowed its fiscal year 2025 outlook for net sales." Then, during the Company's August 5, 2025 earnings call, BellRing's CEO attributed the narrowed guidance to "several other competitors" gaining space to sell their products with a large retailer and that "it is not surprising to see new protein RTDs enter[ed]" the convenient nutrition market.

This news caused the price of BellRing stock to drop \$17.46 per share, or nearly 33%, from a closing price of \$53.64 per share on August 4, 2025, to \$36.18 per share on August 5, 2025.

## **What are my Rights?**

Not later than March 23, 2026, which is the first business day after 60 days from the date of the publication of this notice, any member of the purported class may move the Court to serve as Lead Plaintiff through counsel of their choice, or may choose to do nothing and remain a member of the proposed class. The ability to share in any potential future recovery is not dependent on serving as Lead Plaintiff.

If you wish to discuss this action or have any questions regarding this notice or your rights or interests, please visit: <https://www.bfalaw.com/cases/bellring-brands-inc-class-action-lawsuit> or contact Adam McCall of BFA Law at 212-789-3619, or via email at [adam@bfalaw.com](mailto:adam@bfalaw.com)

## **About BFA Law**

BFA is a leading international law firm representing plaintiffs in securities class actions and shareholder litigation. It has been named a top plaintiff law firm by Chambers USA, The Legal 500, and ISS SCAS, and its attorneys have been named "Elite Trial Lawyers" by the National Law Journal, among the top "500 Leading Plaintiff Financial Lawyers" by Lawdragon, "Titans of the Plaintiffs' Bar" by Law360 and "SuperLawyers" by Thomson Reuters. Among its recent notable successes, BFA recovered over \$900 million in value from Tesla, Inc.'s Board of Directors, as well as \$420 million from Teva Pharmaceutical Ind. Ltd.

**SOURCE:** Bleichmar, Fonti, & Auld LLP

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