

NEW PRODUCTS, TRENDS & INNOVATION

BEVERAGE SPECTRUM

June 23, 2010

GATORADE GETS BACK ON THE FIELD

Can it get back in the game?

ENERGY DRINKS

Get Nickeled
and Dimed

FRS Strikes a Deal



BevNET Live Summer '10



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BRAND NEWS: ENERGY DRINKS

XO Energy Beverage Corp. XO Energy Beverage Corp. announced that XO Energy 6 oz. shots are now available in Ohio, Kentucky and Indiana distributed by Queensgate.

Fluid Motion Beverage Inc. Talon Energy Drink launched Talon Energy Cola in January in both the US and Canada. The brand is continuing its campaign that places fan-submitted mottos on Talon cans. Talon Energy Cola features the motto "Never Compromise," from fan Shanelle in California.

Ex Drinks LLC. Ex Drinks introduced Ex Pure Energy and Ex Slim Energy. Ex Pure Energy contains kombucha tea extract, 80 mg of natural caffeine, Asiatic ginseng, guarana, vitamin C, and B vitamins. Ex Slim Energy provides the same benefits of Ex Pure Energy with two grams of carbohydrates and 15 calories.

Twinlab. Twinlab promoted its Pure Fuel Energy at athletic events The Arnold, Interbike, The NYC Triathlon, The Boston Marathon, The NYC Marathon, Sea Otter Classic and Association of Volleyball Professionals title matches. Pure Fuel can be found at Rite Aid, GNC, Vitamin Shoppe, and other health, natural food and online retailers.

Bite Me Energy Drink, Inc. Bite Me Energy Drink announced the introduction of its sugar free drink at stores throughout Southern California. Bite Me is accepting inquiries for distribution outside of California.

ZUN. ZUN is now a national brand showing syndicated data in Total US Food, Total US FDMx and Total US Convenience. The company reported that it shipped 200 24-pack cases per week to Kum & Go during an initial national trial.

Vuka, LLC. Vuka is now in Whole Foods stores in Colorado, and has additional retailers, including the Hyatt Denver Convention Center. The brand also sampled around 60,000 cups to date and plans to sample the brand at additional events, including BolderBoulder.

Lotus Group, LLC. Lotus Group, LLC announced an exclusive distribution agree-

ment with G&G Distributing of Bossier City, La. LOTUS also has distribution in California and Tennessee.

Goddess Energy, Inc. Goddess Energy announced that it secured placement for Flirt Energy at more than 200 Harris Teeter locations beginning this summer.

CL-ONE Corp. CL-ONE Corp announced that it added distribution with Monarch Beverage Co. and Baumgarten Distributor Company of Peoria, Ill., previously a Red Bull distributor. As a promotion, CL-ONE also announced a reward for the capture of any human with wings.

Celsius. Celsius announced availability through A&P and Pathmark Stores in the New York, New Jersey and Philadelphia areas. The brand also added placement at Casey's General Stores in the Midwest.

XYIENCE. XYIENCE debuted Orange Fuel Xenergy Xtreme at the UFC Fan Expo May 28-29 in Las Vegas. The company recently signed reality television star Amanda Corey as its Xenergy Xtreme spokesmodel and added UFC fighter Dan Hardy to its roster of professional athletes. The brand is now available in Texas through Silver Eagle Distributors, in Georgia through United Distributors, and in Louisiana through Schilling Distributing and Champagne Beverage, as well as in Ohio at Circle K convenience stores.

Enertia Beverage LLC

Enertia Beverage LLC introduced Vital Energy, a vitamin-enhanced caffeinated water in three flavors: Acai Blueberry, Raspberry Apple, and Tangerine. The drinks contain an average of 50 calories per 8 oz. serving, and 150mg of caffeine per bottle. The brand secured a distribution contract with Wright Wisner Distribution in Western New York.

Johnny Fountain Beverage Innovators, LLC.

Powerball launched new packaging this spring, and will be available in two new flavors: Coconut Water and Cranberry Juice.

