

beverage aisle

October 15, 2000

Whoop Ass

Jones Soda's energy contender, Whoop Ass, received mention in *Playboy's* October issue, and while this may not be like getting your face on the cover of *Rolling Stone*, it certainly shows there is buzz. And isn't that what energy drinks are all about?

Whoop Ass plays the attitude card, taking advantage of a popular saying, "I'm gonna have to open up a can of whoop ass." The citrus-flavored energy beverage arrives in a slim can (what else?) and gets its jolt from taurine, royal jelly and inositol.

