



Adrenaline Rush

SoBe's Adrenaline Rush made an impact with an innovative 6.5-ounce amber glass bottle and wowed the international crowd at the Ice Village in Salt Lake City during last month's Winter Olympics. As a featured sponsor, the brand hosted snowboarding demos by SoBe pro riders Kier Dillon and Anne Molin Kongsgaard at the 8-story quarterpipe, while Team Liz skateboarding legend Andy Macdonald and BMXers Jay Miron and Jim Burgess threw down tricks at the vert ramp.



Jones

When Jones Soda joined the energy drink jam with WhoopAss, wrestling fans everywhere were jumping to "open a can" of their own 8.4-ounce infusion of ginseng, guarana and caffeine. Jones recently upped the ante with the introduction of Energy, a carbonated boost containing taurine, B-vitamins and CoQ10, a powerful antioxidant. Energy, in the requisite 8.4-ounce slim-can, is available nationally.



Ré

Mistic will make an appearance in the market next month with Ré, the brand's first energy drink. Ré boldly goes where no energy drink has gone before, offering two non-carbonated flavors, Berry and Citrus, housed in innovative, resealable, 14-ounce aluminum bottles. Support for the launch will include extensive marketing and on-campus events appealing to college-aged consumers.



Amp

Further extending the Mountain Dew brand after the success of Code Red, Pepsi recently introduced Amp energy drink. The citrus-flavored pick-me-up is housed in the familiar slimcan, and contains the usual assortment of functional ingredients such as ginseng, taurine and guarana.



Hansen's

Category pioneer Hansen's Energy is available in a unique, resealable, widemouth glass bottle as well as the original slimcan. A partnership with Spy Optics, a leading sunglass manufacturer, places Energy in the hands of Spy-sponsored athletes in the action-sports marketplace.



Hansen's is also taking action with Energade, their sports-meets-energy drink endeavor. Energade and Easton Sports have teamed up to target the summer softball season. Easton has designed a custom aluminum softball bat to be used as a dealer loader and Easton's *Bomb Squad*, the factory demo team, will attend over 200 tournaments and clinics this summer, promoting Easton and Energade.

Monarch



Monarch has made some changes to All Sport, a recent acquisition from Pepsi, and the sports drink is back on the shelves in bold new packaging. Original team members Lemon Lime and Fruit Punch have been reformulated to be non-carbonated, and the roster now includes fresh new flavors: Grape, Breakaway Berry, Citrus Slam and Power Play Punch in 20-ounce resealable plastic bottles.

The company's energy drink, Rush! Energy, is a caffeine, taurine, and B-complex mix delivering "extreme energy and supreme taste."

Hype



A major consumer concern with energy drinks is the taste, and the word is out for Hype. This year, Hype Energy bested 10 leading energy drink brands to receive an award from the American Tasting Institute. But the buck doesn't stop there. The *Miami Herald* held its own competition and also ranked Hype No. 1 in a test of category leaders. Hef also gave the heads up to Hype, naming it *Playboy* magazine's choice as "the energy drink to overcome the stress of the holidays."

XTC



XTC plays on a double-entendre to tout its mix of guarana, caffeine, taurine and B-complex vitamins. The "carbonated slap in the face" from Wet Planet Beverages is designed to enhance performance by maximizing blood efficiency, rejuvenating the body, promoting muscle mass and stimulating metabolism. The annual *XTC Girls* calendar provides a lift of a different kind for XTC's male target demographic.