



## **Power Trip® Beverages Fact Sheet**

### **CONTACT INFORMATION**

#### **Power Trip® Beverages**

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### **Year Founded**

2004

### **President**

Douglas E. Stuart Jr.

### **Number of Employees**

17

### **Company Profile**

**Power Trip® Beverages Inc.**, with headquarters in Davie, Florida, is an aggressive beverage company created and run by beverage professionals with extensive experience in the beverage industry. With over 20 years of experience with soft drink company giants Pepsi-Cola and Canada Dry, Doug Stuart took his wealth of experience in beverage sales, distribution and brand management to launch **Power Trip® Beverages** in 2004. The company has launched a line of unique and great tasting energy drink flavors that contain more vitamins than leading brands on the market, offering a blend of 100 percent vitamin C and a substantial vitamin B pack that provides longer lasting alertness and energy without the sudden loss of effectiveness associated with other leading energy drink brands.

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### Product Profile

**Power Trip® Beverages**, a South Florida company, offers a line of energy drinks made from the highest quality products and a unique balance of ingredients, designed to rival and surpass the current market leaders. In addition to its three core components – caffeine, taurine and B12 – **Power Trip®** energy drinks are more vitamin-packed than any other leading energy drink on the market today.

### Products

**Power Trip® Beverages** offers four distinctive energy drinks flavors, each available in 16 oz. cans. The company's number-one selling product, "**The Extreme**" is also available in 8.4 oz cans at bars and nightclubs.

**Power Trip's® "Original Blue,"** the company's first energy drink, is a citrus berry flavor geared toward active college students, young adults and the urban market. This blue-hued, sweet-flavored drink guarantees no aftertaste and minimal amounts of acidity.

Per each 8 oz. serving a can of "**Original Blue**" contains 105 milligrams of caffeine, 1000 milligrams of taurine, 38 milligrams of glucuronolactone, 36 milligrams of inositol, 23 milligrams of guarana, 100 percent of vitamin C, B3, B5 and B12 and 200 percent of vitamin B6\*.

**Power Trip's® "The Extreme,"** the company's number-one selling product, is a powerful, effective energy drink with no bitter aftertaste. **The Extreme** is the company's product in direct competition with other mainstream energy drinks. This product is popular with bars and nightclubs as it can be used as a mixing agent.

Per each 8 oz. serving a can of "**The Extreme**" contains 110 milligrams of caffeine, 1300 milligrams of taurine, 50 milligrams of glucuronolactone, 50 milligrams of inositol, 100 percent of vitamin C, B3, B5 and B12, 200 percent of vitamin B2 and 250 percent of vitamin B6\*.

**Power Trip's® "Mango"** is the only true Mango-flavored energy drink on the market today. The unique citrus-flavored drink has no juice component and is the pure taste of mango. **Mango** was originally developed to appeal to the Hispanic market, but has become a top-seller in suburban markets.

Per each 8 oz. serving a can of "**Mango**" contains 105 milligrams of caffeine, 1000 milligrams of taurine, 38 milligrams of glucuronolactone, 36 milligrams of inositol, 23 milligrams of guarana, 100 percent of vitamin C, B2, B3, B5 and B12 and 200 percent of vitamin B6\*.

**Power Trip's® "Coconut"** is the only true Coconut-flavored energy drink on the market today. The unique coconut-flavored drink has no juice component and is the pure taste of coconut. **Coconut** was originally developed to appeal to the Hispanic market, but has become a top-seller in suburban markets.

Per each 8 oz. serving a can of "**Coconut**" contains 105 milligrams of caffeine, 1000 milligrams of taurine, 38 milligrams of glucuronolactone, 36 milligrams of inositol, 23 milligrams of guarana, 100 percent of vitamin C, B2, B3, B5 and B12 and 200 percent of vitamin B6\*.

**Power Trip's® "PT 0,"** has the same great taste as "**Original Blue**," but without the sugar or carbohydrates. Made with Splenda®, this five calorie drink is the best tasting sugar-free energy drink on the market and offers a great alternative for the diet-conscious.

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Per each 8 oz. serving a can of **Power Trip® “PT 0”** contains 105 milligrams of caffeine, 1000 milligrams of taurine, 38 milligrams of glucuronolactone, 36 milligrams of inositol, 23 milligrams of guarana, 100 percent vitamin C and niacin, 250 percent vitamin B6, 80 percent vitamin B12 and 50 percent pantothenic acid\*.

Most recently, **Power Trip®** has launched the ONLY no sugar, vitamin intense, 2.5oz **Power Shots in the beverage industry** and has acquired the rights as the sole manufacture, sales and marketer of **Hooters Energy Drink** and **Kwencher** flavored waters, two very popular and well established brands.

\*Percentage Daily Values are based on a 2,000 calorie diet.

### **Purchasing Information**

Currently available in the continental United States and select international markets, **Power Trip’s®** products can be purchased at retailers in many states to include but not limited to New York, California, Florida, Georgia, Alabama, New Jersey, Pennsylvania, Wisconsin, Nevada, Oklahoma, Louisiana, Michigan, Ohio and South Carolina, as well as at retailers in Puerto Rico, Trinidad, Jamaica, Antigua, the Dominican Republic, El Salvador, Haiti, Honduras and the Bahamas.

Each of **Power Trip® Beverages’** energy drinks are listed at the suggested retail price of \$1.98 (U.S.) for a 16 oz. can. The suggested retail price for the drinks sold internationally is \$1.79. Four-packs are also available for \$6.99. Each of **Power Trip® Beverages’** four energy drinks can also be purchased online at [www.PowerTripBev.com](http://www.PowerTripBev.com) in 24-can cases.

### **Product Differentiators**

**Power Trip®** energy drinks contain more vitamins than leading brands on the market, offering a blend of 100 percent vitamin C and a substantial vitamin B pack\*. Plus, **Power Trip’s®** energy drinks are the most unique energy drinks in taste and packaging available, and are made with ingredients that provide longer lasting alertness and energy without the sudden loss of effectiveness associated with other leading energy drink brands. In an effort to build **Power Trip®** sales, sustain growth, impact the marketplace and support national and local community programs, we pledge Q-S-P, Quality, Service and Pull in everything we do. **Power Trip® Beverages** will continue to aggressively support distributors, wholesalers and direct retail partners demonstrating a loyalty unsurpassed in today’s industry. **Power Trip® Beverages** is focused on creating products with a unique market opportunity and will continue to expand and build on that foundation.

**Power Trip’s®** flavors are unique and different, targeting all age and demographic groups.

**Power Trip’s®** supports their brands with a strong “Get in the Game” marketing campaign.

**Power Trip’s®** flavors taste great and have no bitter aftertaste.

**For more information visit [www.PowerTripBev.com](http://www.PowerTripBev.com) or contact:**

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