

Bloom Nutrition introduces Bloom Sparkling energy drinks

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Bloom Nutrition, one of the fastest-growing supplement brands of the decade, known best as the #1 Greens brand in the United States, launches Bloom Sparkling Energy, the brand's first ready-to-drink canned beverage. Available exclusively at Target stores nationwide, Bloom Sparkling Energy offers a delicious new option made with better-for-you ingredients in the growing energy drink category. The expansion into energy drinks bolsters Bloom's commitment to delivering flavour-forward, benefit-driven wellness solutions.

"Our mission is to help everyone bloom into their best selves, and energy consistently comes up as a key concern for Bloom consumers," says Mari Llewellyn, co-founder of Bloom Nutrition. "We heard our community's demands for an energy drink that not only fits their busy lifestyles but prioritises great taste and healthier ingredients. Bloom Sparkling Energy offers a delicious boost of clean energy whenever you need it."

Entering a rapidly growing category that is poised for innovation, Bloom Sparkling Energy Drinks are meticulously crafted for the wellness-minded consumer, aiming to elevate the experience of traditional energy drinks. Formulated with healthier ingredients, including 180mg of natural caffeine from coffee bean extract, prebiotic fibre and functional ingredients, like lychee extract, apple cider vinegar, L-theanine and B vitamins, each can of Bloom Sparkling Energy delivers a superior taste experience and clean energy, with just 10 calories and 0g of sugar.