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Lucky EnergyÂ appoints Lou Fabiano as President

09 June 2025 | News

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Lucky Energy drink announced Lou Fabiano's appointment as President, effective immediately. Fabiano will report to Richard Laver, Founder and CEO. This appointment supports Lucky Energy's goal of becoming a leader in the energy beverage market.

Fabiano will oversee essential functions that drive velocity at Lucky Energy, leveraging his extensive experience in the beverage industry to promote transformational growth. He served as Chief Sales Officer at AriZona Iced Tea for the past five years, having been promoted from Vice President of Convenience. During his tenure, he expanded the company's C-store business from $320 million in 2016 to an expected $680 million to $700 million in IRI retail sales by the end of 2025. Additionally, he increased retail sales of AriZona Hard Iced Tea to $100 million in less than two years, capturing nearly four per cent of the market share in hard teas almost overnight.

"We are thrilled to welcome Lou to Lucky Energy during this crucial time for our company as we aim to connect with more consumers in additional locations more frequently," said Laver. "His talent for building relationships and his proven track record of delivering results and driving significant, strategic change make him an excellent fit for our organisation as we evolve across all business areas. He truly is a force of nature, and his enthusiasm for the beverage industry is unmatched."