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NNB Nutrition Powers new wave of RTD Beverages with GeniusPure

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NNB Nutrition, a leading innovator in functional ingredient solutions, announced its role in powering a new wave of ready-to-drink (RTD) beverages featuring GeniusPure, its premium alpha-GPC ingredient known for enhancing cognitive performance. These launches include high-profile collaborations and cutting-edge formulations from Update, Bucked Up: Drive Hydration, and Life Cider X.

As consumer demand accelerates for beverages that deliver both physical and mental performance benefits, NNB Nutrition continues to lead with science-backed ingredients designed for modern lifestyles.

Elevating Everyday Performance with GeniusPure

GeniusPure is a next-generation choline source designed specifically for functional beverages, offering:

Clinically supported 108 per cent increase in focus with a single dose, enabling brand-friendly claims such as "double your focus"

99 per cent purity, ideal for RTD applications

Soy-free formulation, meeting clean-label demands

Support for alertness, cognitive function, and mental clarity

Featured Product Launches

Update â?? with Kim Kardashian
A refreshed take on a beverage originally favoured by Kim Kardashian, Update returns to market with an upgraded formulation featuring GeniusPure. This relaunch delivers enhanced cognitive benefits alongside hydration in a sleek, modern RTD format.

Bucked Up: Drive Hydration â?? with Bryson DeChambeau
Developed in collaboration with professional golfer Bryson DeChambeau, Drive Hydration was created to meet the demands of high-performance athletes seeking both hydration and mental sharpness. With the inclusion of GeniusPure, the product offers a powerful combination of physical and cognitive supportâ??ideal for sport and everyday performance. The product is scheduled to launch on April 6, 2026.

Life Cider X
Life Cider XÂ sets a new category standard as the first functional apple cider vinegar beverage to also deliver energy and cognitive benefits. Powered by GeniusPure, this innovative drink bridges wellness and performance, offering consumers a versatile solution for energy, focus, and metabolic support.
"These launches reflect a major shift in the beverage industryâ??where hydration alone is no longer enough," saidÂ Dustin Elliot, Chief Brand Officer at NNB Nutrition. "Today's consumers expect more from their beveragesâ??they want to think better, perform better, and feel better. GeniusPure enables our partners to deliver on that promise with clean, effective, and science-backed formulations."