

Media Release

EPOP – HIGH PERFORMANCE ENERGY LOLLIPOPS AND LOZENGES

EPOP HIGH PERFORMANCE ENERGY CANDY IS NOW SEEKING INTERNATIONAL DISTRIBUTORS.

Epop energy candy is available in individual lollipop form and as an eight-lozenge foil pack. Parent company Vivesco Limited markets the products in New Zealand and Australia, and is now seeking to expand to international markets elsewhere.

Epop energy candy provides the user with a rapid energy boost similar to that provided by quality energy drinks, the key difference being the energy-giving ingredients are rapidly absorbed through the lining of the mouth, directly into the blood stream, providing an instant energy boost

A great-tasting adult confection in a variety of popular flavours, epop comprises a laboratory-developed combination of energy boosting ingredients. Each epop contains guarana, taurine and caffeine and, unlike many energy drinks, also contains all seven B vitamins.

Convenient and compact, epop energy candy is ideal for slipping into a pocket, backpack or handbag for an energy boost any time of the day or night. Students, office workers, night clubbers and sports people will benefit from this unique energy formulation that provides 60% of the recommended daily intake of B vitamins.

Distribution and confectionery companies, or those interested in forming a strategic partnership with epop, are encouraged to contact Vivesco Limited directly at info@epop.co.nz

Background:

The E in epop stands for energy. Each epop lollipop and lozenge contains sucrose, glucose, guarana extract (60mg), taurine (20mg), caffeine (10mg) and inositol. Epop also contains seven B vitamins: Thiamine (B1), Riboflavin (B2), Niacin (B3), Pantothenic Acid (B5), Pyridoxal (B6), Folic Acid (B8) and Cobolamin (B12). Recommended daily maximum is three lollipops or 10 lozenges per day. Epop was developed, and is marketed by, Vivesco Limited, a New Zealand-owned award-winning company based in Auckland.

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