



## 28 Black, Australia's leading taurine free energy drink launches new Zero calorie variant

Zero calories, Zero sugar, but 100% taste and energy - that's the credo of the newest product from 28 BLACK set to hit the shelves this June. With its new variety Absolute Zero Guava-Passion Fruit, 28 BLACK not only brings more variety of flavours to its range but also responds to the growing demand for flavoured sugar-free energy drinks. Chrish Graebner, General Manager of Level Beverages, the Australian distributor of 28 Black says, "After the continuous positive development for our Acaí flavoured 28 Black Sugar-Free, we took the lead from our German partners to expand further into the "Zero" segment. "In order to fully exploit the market's shift towards low sugar and less synthetic products, it was important to us to expand our range with a product that meets the consumer demand for a calorie-free energy drink without sacrificing taste. With Absolute Zero Guava-Passion Fruit, we believe we have succeeded in every way: full energy, intense taste, and completely without sugar and calories," said Chrish.

About 28 BLACK Absolute Zero Guava-Passion Fruit: 28 BLACK Absolute Zero Guava-Passion Fruit is like all 28 BLACK products without taurine and preservatives, lactose, and gluten-free and suitable for the vegan lifestyle. The premium and less synthetic energy drink is a better for you alternative. Key differences between 28 BLACK and other energy drinks on the market include: Taurine free Natural caffeine Zero sugar No preservatives No artificial colours Gluten-free Lactose-free Vegan friendly 28 BLACK Absolute Zero Guava-Passion Fruit will be available from July 2020 at an RRP of \$3.95 at Caltex. For further information on 28 BLACK, please visit the Level Beverages website:

<http://www.levelbeverages.com/black-energy-drinks.php> For further information, images or product samples please contact: Lisa Solomons @ 360 PR: [lisa@360pr.com.au](mailto:lisa@360pr.com.au) or 0416 175 518

### Contacts

Lisa Solomons

mailto:

Rachel King

9571 4448

mailto: