



USA: PepsiCo and Bang Energy maker sign distribution agreement

Strategic alliance pairs the strength of PepsiCo's vast distribution network with Bang, a growing beverage in the energy drink category.

PepsiCo and Vital Pharmaceuticals Inc. (VPX), the manufacturer of Bang Energy drinks, have entered into an exclusive alliance for PepsiCo to distribute the portfolio of Bang Energy beverages in the United States. This alliance is effective immediately and is set to significantly increase distribution of the Bang beverage lineup.

"The combined power of our two organizations will be a meteoric partnership – one for the beverage history books," said Bang Energy CEO, Jack Owoc. "Bang is committed to serving zero-calorie, highly effective innovation and exceeding our consumers' expectations. When it comes to the category, we have invented the future by reinventing the game."

The Bang Energy brand was introduced in 2012 and is carried in more than 200,000 outlets in the United States with products designed to provide functional benefits to the next generation of energy consumers.