



Brand & Product Name: **VE2 Sugar Free Caffeinated Energy Gum - Peppermint**

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Manufacturer:

VE2 Energy Gum

Country:

USA

Internet Address:

<http://www.ve2energy.com>

Industry:

Foods

Category Number:

022

Category Term:

Chewing Gum

Flavor/Fragrance:

Peppermint

Ingredients:

Vitamin B6; Vitamin B12; Niacin; Ginseng; Guarana

Package Type:

Blister

Package Material:

Combination

Shelving:

General

Package Tags:

High Vitamins; Low Calories; No Sugar; Quick

Innovation:

Not Innovative

Description:

VE2 Sugar Free Caffeinated Energy Gum, said to have no bitter aftertaste, is presented in "novel sleeve-less blister packaging." It is sold in the USA by VE2 Energy Gum with a suggested retail price of \$1.69 for a 10-piece package. It is said to cost less than a single energy drink, yet "has the equivalent of 5 energy drinks in it." Literature states, "Peppermint-tasting and crammed with energy-sustaining ingredients like vitamins B6 and B12, niacin, ginseng and guarana, VE2 delivers increased alertness, endurance and reaction time without the crash feeling that typically comes with other energy drinks."

Total SKUs:

1

Publication Name:

Product Alert

Publication Date:

June 4, 2008

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