

FOOD PROCESSING

Caffeinated VE2 Energy Gum

Caffeinated VE2 Energy Gum Unleashed at All Candy Expo

Website: www.ve2energy.com

Created by an emergency room doctor, VE2 Energy Gum made its debut on May 20 among a crowd of 15,000 confectionary and snack professionals gathered in Chicago for the industry's annual North American trade show, the All Candy Expo.



Because caffeine is absorbed rapidly through your oral membranes, VE2 delivers energy more rapidly than energy drinks, which are eventually absorbed only after passing through the stomach. And VE2 is also crammed with energy-sustaining ingredients like vitamins B6 and B12, niacin, ginseng and guarana, giving you increased alertness and endurance without the "crash" of other energy products.

Two pieces of gum are roughly equal to one 8-oz. energy drink or one cup of coffee. With a suggested retail price of \$1.69 for a 10-piece package, a pack of VE2 Energy Gum costs less than a single energy drink, yet that one pack has the equivalent of 5 energy drinks in it. Plus, VE2 is great-tasting, sugarless and gives you minty fresh breath.