



# RETAIL RAMBLINGS

## RED BULL EDITION

Read about new initiatives, improvements and investments being made within the industry.



### **PepsiCo to acquire energy drink maker Rockstar Energy in a \$3.85 billion deal**

PepsiCo will acquire Rockstar Energy in a \$3.85 billion deal, doubling down on energy drinks and with an eye toward turning around its struggling Mountain Dew brand.

Total energy drink and energy shot sales in the United States grew by 29.8% from 2013 to 2018, reaching an estimated \$13.5 billion in sales last year, according to Mintel data.

If the deal closes, Pepsi will be able to form partnerships with other energy drink makers, according to Johnston.

[Click here to read more.](#)



### **Natalie's Juice donates juice to New York hospital workers**

Natalie's Juice recently extended a helping hand to New York with a donation of 5,000 bottles of fresh-squeezed, minimally processed fruit juice to healthcare workers at NYU Langone Hospital.

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### **COVID-19 brings new challenges to food and beverage industry**

Today's abrupt new reality arising from the COVID-19 pandemic is shining a spotlight on the critical role the food and beverage industry plays in society.

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### Red Bull Sold One Can For Almost Every Person on Earth Last Year

Red Bull sales rose so much last year that the Austrian energy drink maker could have supplied almost every person on earth with a can of its namesake beverage.

Sales soared to a record 7.5 billion cans worldwide last year, propelled by growth in emerging markets like Brazil, India and Africa, said the company, which has crafted its brand around extreme sports sponsorships. The world’s population reached 7.7 billion people.

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### Kombucha Brewers International unveils give back program



Kombucha Brewers International (KBI), Los Angeles, has rallied the industry for a giveback program to help healthcare workers and food banks throughout the United States.

During the Kombucha Heal-In week, consumers will be encouraged to purchase gift cards from more than 25 participating kombucha brewers in five different countries.

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### Red Bull and Max Verstappen Declare Their Intentions for the 2020 Title

Following the worst of the COVID-19 pandemic, the world is slowly trying to pick itself back up. Formula One is also trying to do the same, and is aiming to kick off the season by early July. Obviously, nothing is set in stone, but F1 hopes that Austria will serve as the season opener. With their home race on the horizon, Red Bull Racing and Max Verstappen are looking forward to the season's first race.

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### Coronavirus lockdown sparks isolation challenge as ocean rower prepares for Northwest Passage world first



The UK-based adventurer is preparing to become the first person to row the Northwest Passage, as part of a team in July 2021, and will replicate the two hours on, two hours off shifts in his garage on a rowing machine.

Phil Kite had exhausted every avenue trying to keep himself occupied during coronavirus when he decided to lock himself in his garage for 12 days straight.

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