



Fig. 1



Fig. 2



Fig. 3

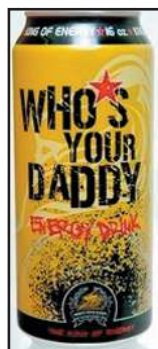


Fig. 4



Fig. 5



Fig. 6



Fig. 7



Fig. 8



Fig. 9



Fig. 10

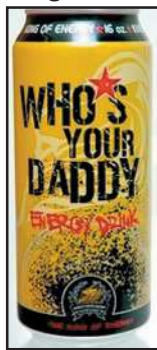


Fig. 11



Fig. 12



Fig. 13



Fig. 14



Fig. 15



Fig. 16



Fig. 17



Fig. 18



Fig. 19



Fig. 20



Fig. 21



Fig. 22



Fig. 23



Fig. 24



Fig. 25



Fig. 26



Fig. 27



Fig. 28



Fig. 29



Fig. 30



Fig. 31



Fig. 32 >



Fig. 34 >

< Fig. 33



Fig. 35



Fig. 36



< Fig. 37



Fig. 38

ENERGY DRINK CONTAINERS

- Bottles & Cans

By Cecil Munsey

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AUTHOR'S NOTE: *This article can save you from making a mistake similar to one I made 35+ years ago. I look back now with melancholy at the time while completing the manuscript of my popular study of the Coca-Cola Company's merchandising history – "The Illustrated Guide to the Collectibles of Cola" (Hawthorn Books, NY). – I consciously did not include a chapter on Coca-Cola cans. Why? I didn't think that collectors would be interested in "rusty, old tin cans." I overlooked the entire category except for a few of the early cone-top models and didn't take into account the successful introduction of aluminum cans and bottles as attractive and long-lasting beverage containers. This article doesn't make any such mistake; it glorifies a whole, relatively new, category of collectible containers, thus giving collectors the head-start information needed to begin a collection of energy drink cans and bottles. Thanks to eBay and other sources, the current beverages and even those products that didn't make it in the fast-paced energy drink market, are still available. Some will be featured here.*

INTRODUCTION: "Dreamy dipsomaniacs have imbued beverages with superpowers since the beginning of time. From the historical - drinking Christ through blessed wine, or the search for the fountain of youth, to fantasy - Alice becoming an amazon in Wonderland after drinking a potion, - Charlie floating to the ceiling of the chocolate factory after imbibing a fizzy lifting drink - it's obvious that we Homo sapiens are ripe for the power of suggestion. Not to mention the notion of a quick fix.

It all brings to mind the newest trend sweeping the nation: those small brightly-colored cans and bottles of energy drink that keep us hopped up on caffeine and sugar. And if you go by the beverages' labels, energy drinks may well solve every problem ever invented. If you're not getting enough sleep or exercise, or sex, or if your reaction time's off, concentration's down, and you're just not feeling alert, or if you're stressed, tired, anxious or horny, there's bound to be a potion with your name on it. You don't need an apothecary—you just need a convenience store and a small, flashy can of fuel.

Welcome back snake oil!" - Kate Silver

What's an energy drink?—An energy drink is a beverage that contains some form of legal stimulant and/or vitamins which are meant to give consumers a short term boost in energy.

If you collect bottles and/or cans answer this: What do kabbalah, a mystical Jewish religion, and Nelly, the hip-hop star have in common? They both have their own energy drink!

Energy versus sports drinks: Energy

drinks are different from sports drinks. Energy drinks mostly provide lots of sugar and/or caffeine. Sports drinks are intended to replenish electrolytes, sugars, water, and other nutrients, and are usually isotonic (containing the same proportions as found in the human body).

What are the "magical" ingredients in energy drinks? - In general, these drinks have one thing in common. They (except the sugar-free ones, mentioned above), contain a lot of sugar and/or caffeine. These could be considered the "active ingredients."

How are they marketed? - Energy drinks are marketed, in cans or bottles, as being all-natural energy boosters loaded with exotic ingredients that popular culture believes to be healthy. Energy drinks are generally marketed towards younger crowds. As already indicated, people are buying energy drinks in record numbers, even at an incredible **\$2-3** for a can smaller than an average soft drink can or bottle. The energy drink industry is worth over a billion dollars in sales annually and growing. The container-collectibles market?—Who knows.

The mass market was created and revolutionized by the Austrian company Red Bull [Figure 1]. The energy drink business is exploding by catering to the ever-image-conscious youth market, which apparently wants a buzz that neither coffee nor soda is able to provide. Energy drink containers themselves are quickly becoming collectibles as evidenced by activity with thousands of collectors bidding and buying cans on eBay. Energy drinks tend to have "cool" logo colors and

fonts, modern can or bottle shapes, and a "high-energy" feel surrounding them. It's a marketing company's dream come true! It is also a collector's dream come true—especially for those who get in on the ground floor.

Energy drinks typically are chock-full of caffeine, about 80 milligrams for an 8.3-ounce can—as much as in a 7-ounce cup of coffee and about twice as much as a 16-ounce can of cola. (The only exceptions are two soft drinks—the venerable old products 7-Up and Sprite contain zero caffeine.) The super-sweet energy drinks also contain taurine (an amino acid), which supposedly boosts the effects of caffeine, as well as vitamin B variations, herbs such as ginseng and Gingko biloba (herbal supplements).

Despite tasting a bit like cough syrup, energy drinks this year are expected to grow in sales by 50 percent to almost \$1.5 billion, according to the Beverage Marketing Corp., an industry research firm.

Because of that rapid growth, a slew of brands are flooding the market, from the newly launched Kabbalah Energy Drink [Figure 2] to Nelly's Pimp Juice [Figure 3] to Who's Your Daddy [Figure 4] and Nexcite [Figure 5]—the beverage that inspired the research for this article. Indeed, while walking up a steep hill from an antiques shop in Melbourne, Australia on a recent vacation, I came across a 200 ml. cobalt blue beverage bottle of Nexcite in the gutter. I thought the bottle, while contemporary, was beautiful in color. I stashed it in my wife's purse and later in my luggage and bringing it home to the U. S. with me for study—but I digress, we

will get back to Nexcite story later in this article. I promise!

While there is no exact count, that I could find, of the energy drinks on the market, Beverage Net, a Web site that reviews various beverages, lists hundreds.

There are a lot of brands out there for just two reasons—very fast growth and very high profit margins. Note, that while a single, 12-ounce can of Coke or Pepsi sells for about 75 cents, an energy drink retails for \$1.99 to \$2.49, or sometimes more. The cost to make the energy drink is about 40 to 50 cents a can or bottle, and its wholesale price is about \$1.

Those economics, in recent years, convinced a number of small companies to get into the energy drink market. But industry watchers aren't sure that smaller companies have what it takes to compete against the more established competitors such as Monster Energy [Figure 6], Rock Star [Figure 7], Jolt [Figure 8] and Red Bull.

It has been said that it's an easy market to get into and it's just as easy to fall out of. The energy drink market will certainly be dominated by the big names. Now is really the time to collect those cans and/or bottles from the marginal companies before they fail.

One such product - not from a marginal company - that has already failed is one owned by the giant Pepsi-Cola Company. The energy drink, in a bottle no less, was named JOSTA [Figure 9]. Josta contained "exotic" Southern American herbs that didn't seem to help sales. If you find one still around, full or empty, you will note that Pepsi-Cola is nowhere to be found on the label of the bottle. It's almost as if Pepsi didn't want it known that they were the parents of an energy drink!

Meanwhile, Purchase, N.Y.-based PepsiCo Inc. has several energy drinks including, Mountain DewMDX, AMP and SoBe Adrenaline Rush.

The trend in the food and beverage industry is for functional drinks and snacks, which do more than just slake thirst or sate hunger.

Consumers are looking for a functional payoff. With energy drinks, the functional payoff is almost instantaneous. They feel the energy boost, and they think that's helpful.

Energy drinks are along the same line as fashion brands. It's not just about the product it's about the brand.

For instance, Monster, with its black

can and fluorescent green logo [Figure 6], targets the 14-to-32 males who are into action sports. Rock Star [Figure 10] goes after both men and women younger than 30 with celebrity placements and more classic packaging. But that's not the only part of the appeal. Energy drinks sell because of the appeal of the can or bottle—and lately for their collectibility.

Among the most popular energy drinks, some are pictured in this article, are (in no special order): Red Bull, Josta (PepsiCo Inc.), Tab Energy (Coca-Cola Co.) [Figure 12], Monster, XS (get it – excess), Bawls [Figure 13], Invigor8 BOOST [Figure 14], Crunk [Figure 15], Rockstar (Coca-Cola Co.), Crunk Juice, Full Throttle (Coca-Cola Co.), Gay Fuel [Figure 16], No Fear, Afri Cola, Beaver Buzz [Figure 17], Buzz Water, Pacific Chali, Rooster Booster, Spark, Amp (PepsiCo Inc.), Rush, SoBe, Pimp Juice, Royal Crown Kick (Royal Crown Cola Co.), Shark [Figure 18], Piranha, Red Line, Boo Koo [Figure 19], Socko, Fuze, Hype, Guru, WhoopAss, HEMP [Figure 20], and Atomic X.

RED BULL (Red Bull GmbH Co., Salzburg, Austria)

There is no name more dominating in the energy drink business than Red Bull. It originated in Austria, and essentially created the market for energy drinks with its 1997 U. S. launch. Beverage Marketing Corp. estimated their privately held company producing Red Bull features current U. S. sales of more than \$595 million.

The company, which had been around since 1987, was able to get a foothold in the U. S. market by the atypical approach of selling Red Bull to bar patrons looking for an energy-infused mixer. Red Bull struggled and struggled with sales because they were trying to appeal to the health-conscious consumer, then they had bartenders mix it with vodka or other alcohol and it took off.

Some of the many energy drinks have grown beyond their bar roots by introducing, first, 16-ounce cans and then 25-ounce "Reseal-able Reusable Battery-shaped Cans."

The recent energy drink phenomenon in North America seem to follow the

popularity of Red Bull, which has roughly 70 percent of the market. As we will see further on, Jolt Cola was the first in the U. S. market (1985) but it was not the first energy drink: In Japan, the energy drink phenomenon dates at least as far back as March 1962, with the release of the Lipovitan-D drink from Taisho Pharmaceutical Co., Ltd. It was the first-ever nutrient drink offering fast and convenient nutritional support for fatigue after work, housework and sports. It is still being marketed and bears little resemblance to soft drinks as we know them – Lipovitan-D, every bottle collector should note, is sold in small brown glass medicine bottles [Figure 21]. These "genki" [a Japanese word meaning friendly, lively, vigor, energy (or vitality) and healthy] drinks [Figure 22] are marketed primarily to office workers to help them work long hours, or to stay awake on the late commute home.

Right from the start, Red Bull the Thai edition looked, and still does, quite different than its U. S. or European counterpart. Packaged in a 150ml amber glass medicine bottle [Figure 23] and labeled as a liquid vitamin supplement, the packaging definitely presents the product in a different light than the stock 8.2-ounce can or bottle that energy drinks usually come in.

Red Bull is the invention of Dietrich Mateschitz who in 1982 learned about the so-called "tonic drinks," which enjoyed wide popularity in Asia. While he was sitting in the bar at the Mandarin Hotel in Hong Kong he got the idea of marketing those particular functional drinks outside Asia. So it was that in 1984, Mateschitz founded the Red Bull GmbH Company in Salzburg, Austria. He began selling Red Bull in Austria in 1987. The first country after Austria to get Red Bull was Hungary (1992). He fine-tuned the product, and further developed the marketing concept of selling Red Bull in Bars, first as an energy drink and then as a mixer with vodka. Today the energy drink is sold in over 100 countries. More than a billion cans of Red Bull are consumed each year. Mostly the product is sold in 8.3-ounce cans and there is a sugar-free version [Figure 24].

JOLT COLA (West Planet Beverages, Rochester, N.Y.)

Jolt Cola is a highly caffeinated cola made in the U. S. It was created in 1985 by C. J. Rapp and originally came in a red

aluminum can with blue horizontal stripes encircling the can [Figure 25]. It was made originally by the Jolt-Company, Inc., headquartered in Rochester, NY. The company's name has since changed its name to Wet Planet Beverages.

Originally, Jolt was fairly controversial, especially among parents. Its early advertisements tended to use a fair amount of sex appeal to attract potential young (presumably male) customers. Early production of Jolt Cola may have had more sugar than the current formula, but the current formula still contains as much sugar as other popular brands of cola. It has about the same amount of caffeine as regular coffee but not as much as espresso.

A "Diet Jolt" was briefly available in the mid-1990s, but was dropped because of poor sales. No wonder, Diet Jolt removed the sugar from the cola, but didn't replace it with any artificial sweetener. It is a lucky collector who finds a Diet Jolt can or bottle.

Some of the important brands of cola on the market today are: Afri-Cola; Barr Cola; Breizh Cola; Bubba Cola; Cherry Coke; China Cola; Coca-Cola; Cola Turka; Count Cola; Cricket Cola; Cuba Cola; Diet Rite Cola; Double Cola; Evoca Cola; Faygo Cola; Fuji-Cola; Inca Cola; Jolly Cola; **Jolt Cola**; Kola Real; Mecca-Cola; OpenCola; Pepsi; Premium-cola; Quibla Cola; Red Kola; R.C. Cola; Rola Cola; Rutto Cola; Shasta Cola; Tab; Thums Up; tuKola; Virgin Cola; Cita-Cola; Zam Zam Cola; Zelal Cola

While the company still utilizes some cans, it has both regular and longneck ACL (Applied Color Label) bottles [Figures 26]. In 2005, Jolt Cola revamped their product line. Jolt Cola is now found in "battery bottles" (a 23.5 oz / 700 ml. resealable aluminum bottle). The battery bottle flavors are Jolt Cola—similar to Pepsi and Coca-Cola; Jolt Blue [Figure 27]—raspberry flavor; Jolt Cherry Bomb [Figure 28]—Dr. Pepper flavor; Red Eye—Fruit punch flavor; and Ultra, (which is a diet drink, utilizing Splenda as its artificial sugar, also containing Guaranc, Ginseng, Taurine, and Vitamin B complex). In Australia Jolt has been available in the traditional cola flavor, as well as black cherry, root beer, cream soda, and orange flavor.

The Jolt Cola logo has the word "JOLT" in jumbled white capitals with a colored outline and a yellow or gold lightning bolt

going through the letter "O" [Figure 29].

Various Jolt Cola Slogans Are: "The world's most powerful cola"; "An alternative to coffee"; "All the sugar, twice the caffeine"; "Twice the caffeine of 'normal' colas"; "Twice the caffeine and all the taste" [the most popular slogan]; "Caffeine X2"; "The black sheep of colas"; "The espresso of colas"; and "The soda that pops."

JOLT GUM

(West Planet Beverages, Rochester, N.Y.)

There is another product using the Jolt name—Jolt (Caffeine Energy) Gum [Figures 30 and 31]. Like the Jolt energy beverages, the gum has been enhanced with caffeine, vitamins, herbs, and other supplements. Of what interest is Jolt Gum to collectors?

One should remember that the Franklin Manufacturing Company of Richmond, Virginia produced *Coca-Cola Pepsin Gum* from 1908 to 1916. On the collectors' market sticks of that gum, according to the August 9, 1995 issue of *The Antique Trader Weekly*: "... [Coca-Cola] gum brought three times the pre-auction estimate of \$1,000 per stick. Prices for the sticks were \$3,061; \$3,080 and \$3,703." And I personally witnessed Phil Mooney, the Archivist of the Coca-Cola Company in Atlanta, appraised a stick of the gum as being worth \$7,000 to \$8,000 on 8-16-03 at Harrah's Rincon Casino in Valley Center, California.

Admittedly, the Coke gum is almost 100 years old and Jolt Gum is new but it still stands to reason that some contemporary Jolt Gum will be of some value when it reaches its one-hundredth birthday. If that turns out to be true, a few packages of the gum would make a fine gift for a grand—or—great-grandchild. [Order via the Internet—Item#10062: www.backpackinglight.com/cgi-bin/backpackinglight/jolt_caffeine_energy_gum.html]

A similar collecting scenario, in 100 years, could apply to an extant stick of "Stay Alert" chewing gum [Figure 32]. Since some GIs have taken to chewing Jolt Gum; the Army recently created and tested their version of a caffeine-enhanced gum at Fort Detrick, Maryland. And after successful results, decided to make it available through military supply channels as National Stock Number 8925-01-530-1219.

The U. S. Army started issuing caffeine-

enhanced Stay Alert gum to troops in the Special Forces who often go more than 48 hours without sleep. The gum is five times stronger and faster than coffee and issued to maintain alertness and as a countermeasure for fatigue.

ENERGY-ENHANCED CANDY TINS (Vroom Foods, Inc.)

Anyone who accepts the practicality and sense of collecting energy drink cans and bottles and caffeinated enhanced chewing gum will undoubtedly have a positive reaction toward collecting and saving a few tins of candy enhanced with Caffeine. There are at least two currently on the market. From Vroom Foods, Inc. there is "FOOSH Energy Mints" [Figure 33] and "Buzz Bite" [Figure 34]. Both contain a powerful blend of caffeine, ginseng, taurine and 5 B vitamins.

Buzz Bite is a chocolate energy chew. FOOSH is a mint-flavored chew. Both contain 25 percent more caffeine than an entire can of Red Bull.

The two caffeine-enhanced candies come in small aspirin-shape tins. For the collector it would be a simple thing to gather a few and place them in the closet for the future.

In 1996, Vroom Foods, Inc. founder, Jason Kensey was attending graduate school in Boston. He, like most graduate students, recalls pulling a few all-nighters and chugging down gallons of coffee or soda. He didn't like coffee and he didn't like energy drinks. So as any creative MBA candidate would do, he invented FOOSH and Buzz Bite to solve his problem. The part of his story that I like the best—when he ran out of money to develop his new candy, he turned to eBay and sold his Bose Radio, Bionic Man and GI Joe. He may one day note that he just traded one collectible for another.

NEXCITE

"SEX WATER" ENERGY DRINK
(Nexcite Drinks AB, Stockholm, Sweden)

Press Release: "STOCKHOLM, Sweden/January 10, 2006/FPSnewswire/—Swedish beverage manufacturer Nexcite Drinks AB announced today the official United States re-launch, beginning February 14th, 2006 of its Swedish Love Drink: Nexcite, the sparkling blue effervescent beverage that is an all-natural blend of powerful and

proven herbal aphrodisiacs formulated by Michael Wallen of Nexcite Drinks AB. Arriving nationwide just in time for Saint Valentines Day, Nexcite will be the first non-alcoholic adult beverage offering consumers a clean tasting and refreshing energizing romantic drink. In addition, Nexcite is a perfect herbal passion tonic mixer for those spirited libations, setting the mood for more intimate moments."

Please recall that near the beginning of this study of energy drinks and their containers, I wrote about: "*Nexcite—is the beverage that inspired the research for this article. Indeed, while walking up a steep hill from an antiques shop in Melbourne, Australia during a recent vacation, I came across a 200 ML cobalt blue beverage bottle for NEXCITE in the gutter. I thought the bottle, while contemporary, was beautiful in color. I stashed it in my wife's purse and later in our luggage and brought it home to the U. S. with me for [subsequent study]— but I digress, we will get back to Nexcite story later in this article. I promise!*"

Well, it's time to keep that promise. When my wife unpacked from the Australian trip she handed me the blue bottle. I was curious enough to punch the word "Nexcite" into eBay. It came as quite a shock that there, indeed, was a listing. "LIQUIDATION LOT OF NEXCITE SEX WATER ENERGY DRINK" (item #5667798362). Starting bid \$10,638.00. Location of item: Little Rock, Arkansas. A more careful reading of the listing revealed that a lot consisting of:

"... two truck loads (1,728 cases) of 24.5 ounce bottles (Fig. 35) of Nexcite Sex energy drink with 'love herbs.' Nexcite drink, with herbs, reportedly contains an erotic recipe that jump-starts the female libido. It meets all FDA requirements as a dietary supplement. It's got [sic] Damiana Extract (from South America), Ginseng Extract (from East Asia), Schizandra Extract (from China), Mate Extract (from South America), Guarana Extract (from East Asia), and Caffeine – as much as an eight-ounce cup of Coffee. The nonalcoholic drink has a clean, clear, berry taste to it. People report feeling its effects in about 20 minutes. It generates a sense of warmth and a sense of wanting to feel romantic that lasts about four hours. Customers say the Nexcite drink makes their sexual

feeling seem more intense and more sensitive. This water is blue."

Nexcite in its cobalt blue bottle was introduced in Sweden in 2001 as "Niagara" [Figure 36] - same bottle but different name. Niagara first became popular at Sweden's Ice Hotel's Absolute Ice Bar where they would mix it with Absolute vodka, on ice, or rather in a glass made of ice called the "From-Sweden-with-Love" arctic martini. They sold 7 million bottles in a short time. Following a trademark dispute with Pfizer Corp., the manufacturer of Viagra, the brand's name was changed to Nexcite [Figure 37]. Collectors currently search for the cobalt glass bottle with both the original Niagara label and subsequent Nexcite labels. (The seller in eBay auction #5667798362 mentioned above was aware of the value of the product bearing the original name as evidenced by the Sentence: "I also have up for auction a liquidation of Niagara.")

While one can still locate and acquire an original paper-labeled Niagara bottle and/or Nexcite with a paper label, the new Nexcite bottle is being produced with an Applied Color Label (ACL) [Figure 38].

The Nexcite Drinks, AB brags that their labeling was designed by the famous design bureau in Sweden, Amore, and the bottle was designed and produced by the well-known can and bottle manufacturer, Rexam PLC.

A recent AriveNet press release was headlined: "*Swedish Love Drink; Nexcite Offer's New Way To Get Motivated This Valentines Day – February 14th, 2006*" followed by, "*Overnight the Swedish made honeymoon elixir became a world-wide phenomenon, especially among women, as it was touted back then by the international press as the Female Viagra, today this refreshing herbal love fizz is enjoying a smorgasbord of success, beyond the Land of the Midnight Sun.*"

ENTERTAIN YOURSELF:

- (1) To view a table of energy drinks, with a few coffee variants listed for comparison, go to "**Energy Fiend**" (<http://www.energyfiend.com/the-caffeine-database/>).
- (2) To see how many cans of soda with caffeine it would take to kill you, go to "**Death by Caffeine**" and enter your weight: (<http://www.punkasspunk.com/caffeine.php>)
- (3) To check current collector can and/or

bottle prices go to: (<http://www.ebay.com/>) and enter "energy drinks"

SELECTED BIBLIOGRAPHY AND RESOURCES

Resource: To check current collector can or bottle prices, go to eBay and enter "energy drinks" - www.ebay.com/

Photograph Credit:

Courtesy to BEVNET: www.bevnet.com

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