



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. 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. 33



Fig. 34



Fig. 35



Fig. 36



Fig. 37



Fig. 38



Fig. 39

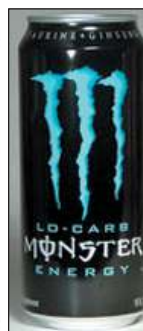


Fig. 40



Fig. 42



Fig. 43



Fig. 45



Fig. 46



Fig. 47



Fig. 48



Fig. 52

More Energy Drink Containers & “Extreme Coffee” Part Two

Continued from the Summer 2006 issue

By Cecil Munsey

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INTRODUCTION: According to Gary Hemphill, senior vice president of Beverage Marketing Corp., which analyzes the beverage industry, *“The energy drink category has been growing fairly consistently for a number of years. Sales rose 50 percent at the wholesale level, from \$653 million in 2003 to \$980 million in 2004 and is still growing.”* Collecting the cans and bottles used to contain these products is paralleling that 50 percent growth in sales at the wholesale level. According to Kate Silver, a reporter of trends and activities in the energy drink industry, *“Those small brightly-colored cans and bottles explain on the beverages’ labels that 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 for you. You don’t need an apothecary—you just need a convenience store and a small, flashy can of fuel.”* And when you’re finished with the can or bottle, display it on a shelf with other empty cans or bottles in your collection of popular culture items. As your collection grows in number and value, you will be a pioneer collector and be appreciated as such.

If you liked the article “Energy Drink Containers—Bottles & Cans” (*Bottles and Extras*, Summer 2006), you will have just as much fun with this article which gives you more of the same, plus the history and containers of SHOCK

SHOCK (Shock Coffee, Inc.)

What is “Shock?” Shock is one of the energy drinks that contains coffee beginning to be prevalent in the drink market.

Shock coffee [Figure 1] is labeled as “extreme coffee” or “hyper-caFFEinated coffee.” That’s because it has a higher caffeine content than normal coffee. Each cup of Shock coffee has 50 percent more caffeine than regular coffee.

So how does the caffeine in Shock compare to other drinks? A 10-ounce cup of regular coffee has just over 100 milligrams of caffeine. Eight ounces of the energy drink Red Bull contains 80 milligrams of caffeine. Eight ounces of regular Shock coffee has a whopping 240 milligrams of caffeine.

Collectors of cans and bottles will be interested in ready-to-consume Shock

coffee. It comes in four varieties: Hot coffee; cold coffee packaged in 8-ounce cans [Figure 2]; and one bottle [Figure 3]; and Shock-A-Lots — edible chocolate-covered coffee beans — each bag contains as much caffeine as two cups of coffee. For those who brew their own coffee, Shock comes in two versions — Pre-Ground (for those who want it quickly and without grinding) and the big Tin o’ Beans (whole beans, ready for grinding). [One coffee reviewer said: “If you want great taste in your coffee, then look elsewhere. The taste and aroma of Shock seems to be a little burned compared to other brands, but then again, this coffee is for chugging, not tasting.”]

Jerry Rosen, 37, is the owner of Shock Coffee. The idea for Shock hit Rosen while he was vice president of sales at Queens (New York)-based Price Master Corp., a

nationwide distributor of convenience—and dollar-store merchandise. Rosen couldn’t figure out why Price Master was not selling coffee. “I realized coffee is too much of a competitive market,” Rosen said. “I knew we needed a niche.” Rosen said he found that niche using his past experience of selling **YJ Stinger** (an energy drink) for Price Master.

Rosen discovered a company named “Extreme Coffee.” He arranged for Price Master to make an offer and it bought out Extreme Coffee. The product was renamed Shock and eventually Rosen bought the brand from Price Master.

Rosen confidently believes, *“We are positioned to be the next Red Bull of coffee!”*

COCA-COLA BLAK (Coca-Cola Company)

One of the most recent energy drinks on the market is Coca-Cola Blak. The product is called an innovative “carbonated fusion” beverage.” It’s a blend of Coca-Cola, natural flavors and coffee essence — that makes it not quite an extreme coffee beverage like Shock and more of an energy drink. It has more Caffeine than Coke but is a mid-calorie beverage with only 45 calories per 8-ounce bottle. It retails for \$1.69 — more than Coke but less than the average energy drink price. It is packaged in a resealable version of Coca-Cola’s signature 8-ounce glass contour (“hobble-skirt”) bottle but with black and gold accents [Figure 4]. It is sold in four-packs and individually.

Collectors should love being able to add a Coke bottle of traditional shape to their bottle/can collection.

YJ STINGER (NVE Pharmaceuticals of Andover, NJ)

YJ Stinger is an energy drink manufactured by NVE Pharmaceuticals of Andover, New Jersey. NVE was founded in 1980 as a small retail health food store specializing in diet and energy products. By 1982, NVE had expanded to five retail locations and began offering mail order services. The company has ceased operating its retail stores in order to focus on manufacturing and distributing of its energy products.

YJ Stinger is its very popular energy drink. The drink comes in four flavors: Chronic Cola [Figure 5], Chronic Cola — sugar free— [Figure 6], Enraged Raspberry [Figure 7], Enraged Raspberry — sugar free

– [Figure 8], Pounding Punch [Figure 9], and Sinful Citrus [Figure 10].

Its bright cans, featuring a wasp as part of the label, are a favorite of drinkers and collectors alike. The company slogan is: “Feel the sting.” Collectors will discover cans for this product hard to locate but, when found they are a worthy addition to an energy drink can and/or bottle collection.

KABBALAH

(Kabbalah Enterprises of Los Angeles)

Combine medieval Jewish mysticism (spelled Cabbalah, Kabbalah or Quabalah), a fizzy strawberry-flavored drink loaded with vitamins *and* a splash of holy water and you have the perfect fusion of two of the hottest fads sweeping the country: Kabbalah and energy drinks!

What is Kabbalah [Figure 11] the energy drink or sugar-free Kabbalah [Figure 12]? They are \$2-cans of sweetened (or unsweetened), carbonated, caffeinated, vitamin-charged water to which some Canadian mountain spring water blessed by a rabbi is added. [Red Bull, the leader in the nearly \$1 billion energy drink market, can’t say that – not that they care to.]

It comes in flashy red-and-silver-on-blue 355 ml (12 oz.) or red-on-white cans that could fit nicely in any collection of energy drink cans.

As you might expect, religious scholars and mainstream Jews say the energy drink and other items marketed under the “Kabbalah” rubric have nothing to do with true Kabbalah teachings, and everything to do with making money.

Who knew that a secret, esoteric offshoot of Judaism whose earliest documentation dates to 13th-century Spain would become fashionable 1,000 years later. Or who knew that a small cottage industry of trendy Kabbalah paraphernalia would become hot sellers? Pick up a magazine these days and Madonna, Demi Moore, Ashton Kutcher and Paris Hilton can be seen in photos wearing the telltale red string Kabbalah bracelets that some fashionable adherents, and non-adherents, wear.

Darin Ezra, director of Kabbalah Enterprises in Los Angeles launched the energy drink in February of 2005 and it quickly became a force in the energy drink market.

PIMP JUICE

(Fillmore Street Brewery of St. Louis, Mo.)

Hip Hop superstar “Nelly” launched his contribution to the energy drink market in the summer of 2003. He was looking to diversify his business portfolio. In addition to his successful male clothing line, Vokal, he recently launched his female clothing line, Apple Bottoms. Nelly also owns part of a NASCAR team and, of course, Pimp Juice.

Pimp Juice is a non-carbonated energy drink possessing a “tropical berry” flavor in a 236 ml (8 oz.) can [Figure 13]. Pimp Juice’s artificial coloring gives it a smooth neon-green glow. It is made with 10 percent apple juice and some of the usual energy drink ingredients: vitamins, Taurine (amino acid), and Guarana.

While can collectors find the basically yellow can less eye-catching than most others, it seems to be a must in a definitive collection of energy drink cans.

WHO’S YOU DADDY

(Property of Who’s Your Daddy, Inc.)

According to Debra Kamin, a writer for the *San Diego Jewish Journal*: “As a student at Patrick Henry High School in San Diego, Edon Moyal would shout ‘Who’s your daddy?’ whenever he tackled his friends on the football field. The phrase was so catchy that other students were soon hollering it out to him as he walked through the halls. It became such a common tagline that Moyal’s resourceful friend, Dan Fleishman, told him he should try to market it.”

Less than a decade later, Moyal and Fleishman were at the helm of Who’s Your Daddy, Inc. a global licensing company that has its mark on some 300 products that run the gamut from sports apparel to children’s books. Those products include Who’s Your Daddy energy drink [Figure 14]. Known as the “King of Energy,” the drink is endorsed by hip-hop star Master P. (Most will recognize Master P [Figure 15] as one of the not-so-durable contestants on the recent popular TV show, “Dancing With the Stars.”)

To get Who’s Your Daddy off the ground, they managed to meet Elliot Lavigne, then the CEO of the clothing company Jordache. Moral and Fleishman sold him on the idea of the Who’s Your



Fig. 15

Daddy T-shirts they were selling, mostly to friends and relatives, for \$10 apiece. Lavigne told them that to get started they’d need a lot more cash than what Fleishman (the “moneymen” of the partnership at the time) was making ghosting essays for his high-school classmates.

They borrowed the needed money from their parents and friends and today Who’s Your Daddy, Inc. is a publicly-traded licensing company that designs and licenses a variety of products centered around the trademark-protected brand, “Who’s Your Daddy.”

WHOOPASS & JONES JUICE

(Jones Soda Co., of Seattle, Wa.)

Peter van Stolk founded the Urban Juice & Soda Co., Ltd. in 1987, intending to compete in the alternative products segment of the beverage industry. The company changed its name to **Jones Soda Co.** in 1994. Jones Soda distributed a number of products including the famous brand, “Arizona Iced Tea.”

Utilizing the experience and knowledge gained in the distribution industry, Jones decided to create and distribute its own brands. Jones created two brands of its own: WAZU Natural Spring water, launched in April 1995 *and* Jones Soda, launched with six flavors (in paper-labeled bottles) in January 1996 – orange, cherry, lemon lime, strawberry lime, raspberry, and grape. Perhaps the most unusual and humorous of the company’s large line of paper-labeled bottles were issued in 2003 and 2004: “Turkey and Gravy Soda” [Figure 16]. Even with paper labels these would look good on collectors’ shelves. (An anonymous blog comment speaks to that point: “A woman I know works for Jones Soda – she made it very clear that these are not really to drink [?]. But they are collectors’ items and if they are kept intact, will be much more valuable in years to come. Again, you shouldn’t drink them, they will not taste good, but they would be cool to have around and show people!”) The 2003 issue of Turkey and Gravy Soda was so much in demand that Jones sold out in two hours; the bottles (both full and empty) fetched in excess of \$10 apiece on auction sites such as eBay. In 2004, the company offered a complete, drinkable Thanksgiving dinner collection —five bottles— to Turkey and Gravy soda Jones added Green Bean Casserole, Cranberry, Mashed Potatoes with Butter, and Fruitcake soda. The limited edition sold out in under

an hour, temporarily crashing the company's email and Internet servers. In both years, people resold some of the seasonal bottles on auction sites such as eBay, with 2004 bids reaching as high as \$100 a pack. (Jones Soda's profits in both years were donated to the charity Toys for Tots.)

A "2nd limited edition" was also created in 2005. The collection was made available in places across the U. S., including select Speedway, Kroger, and World Market Stores. The 2nd edition flavors were different and included, besides the turkey and gravy, a salmon pate' and, for dessert, a pecan pie blend drink.

Other unusual flavors, in paper-labeled bottles from Jones included Chocolate Fudge, Love Potion #6 released in honor of Valentine's Day; FuFu Berry; Happy; Pineapple Upside Down; Berry White (a pun on singer Barry White); Fu Cran Fu', Bada Bing; and Purple Carrot drinks.

To **can** collectors, an important year was 2000. It was in that year that the firm issued its own version of an energy drink, named WhoopAss [Figure 17] and WhoopAss Cola [Figure 18].

The following year, in 2001, Jones Soda Co. launched its "Jones Juice" Flavor line series of energy drinks: Big Jones Energy [Figure 19]; Lemon Lime Energy [Figure 20]; Mixed-Berry Energy [Figure 21]; Orange Energy [Figure 22]; Jones Energy Sugar Free [Figure 23]; and Jones Energy. (All of the Jones products bear the slogan, "Drink more Jones and less water.")

Jones Soda is famous for its "alternative distribution strategy" (similar to the early years of the promotion of Red Bull). Jones placed its energy drinks in some truly unusual venues, such as skate, surf and snowboarding shops, tattoo and piercing parlors, as well as in individual fashion stores and national retail clothing, music stores and restaurants.

Jones Soda continually changes the photographs on its (soda) labels. It encourages customers to submit photos for consideration, and even allows people to order bottles with customized labels. Its website (www.jonessoda.com) features a database of several thousand submitted pictures, detailing which pictures appeared when, and on what flavors (good information for collectors). Customers can also submit fortunes to be printed underneath the bottle cap that are also desirable collectors' items.

Collecting of *any* of the Jones Soda Company's bottles or cans or caps seems to make good sense.

GO FAST

(Go Fast Sports & Beverage Co. of Denver, CO)

Go Fast Sports & Beverage Co. began in Denver, Colorado in 2001 by Tom Widgery. In 1992 Widgery was a member of the world-class competitive skydiving team, "Airmoves." The team's skydiving plane crashed during a training session in California. Sixteen people died; Troy was one of a few survivors.

In 1996, Troy while continuing his work with skydiving teams, he started a company "Go Fast Sports" to represent the lifestyle he and numerous sports enthusiasts live. Go Fast Sports focused on producing a line of T-shirts and accessories and establishing dealerships around the world.

Beginning in 2001 Go Fast began entering into others sports-interest markets. These additional markets included skiing, snowboarding, jet skiing, wakeboarding, triathlon, mountain biking, road cycling, auto racing, B.A.C.E. jumping, and other sports where people want to go fast. Noticing the fast-growing market for energy drinks, Troy created and began marketing Go Fast energy drink [Figure 24].

In 2004 because of initial success, Troy introduced Go Fast Light [Figure 25] and followed with Go Fast Sportsman's Energy drink in 2005 [Figure 26].

VENOM

(Cadbury Schweppes)

What used to be the famous Snapple Beverage Corporation—a company based in Rye Brook, New York that, since its inception in 1972, was famous for selling tea, juice drinks, lemonade, and diet drinks.

After being sold several times and undergoing several name changes, the firm in 2000 was sold to beverage giant Cadbury, the owner of Schweppes brands. The next year in 2001 Cadbury entered the energy drink market with "Venom." Collectors should be aware that the historic Snapple brand does not appear on the 8-oz can, instead, it is advertised as having been produced by Cadbury's "Elements Beverage Company." The company uses a silver can with black/yellow/orange motif. The "Venom" logo is on black surrounded

by an orange circle [Figure 27].

Because of its relationship to Snapple, Venom cans are bound to be quite popular with collectors.

SoBe No Fear / SoBe Adrenaline Rush / Mountain DewMDX (PepsiCo)

SoBe No Fear [Figure 28] was created in 2003 and is one of three relatively new canned energy drinks placed on the market by PepsiCo which has decided to join other major beverage manufacturing companies in producing energy drinks. SoBe No Fear Sugar Free [Figure 29] was also launched in 2003—both drinks are reportedly selling well.

SoBe Adrenaline Rush Energy Drink [Figure 30] was created and first introduced in 2000. It features "...a sweet and refreshing passion fruit flavor." It comes in an 8.3 oz can featuring two lizards as part of the logo—a visual treat to add to any energy can collection.

Mountain Dew energy drinks MDX Original [Figure 31] and MDX Sugar Free [Figure 32] were a 2005 addition to the PepsiCo line of energy drinks. In the advertising, MDX Original is described as having more "melon" flavor than regular Mountain Dew and is a lot more "green." MDX Sugar Free is claimed to have a strong resemblance to the flavor of Mountain Dew with "less of a chemical flavoring."

Readers with computer access should go to the entertaining Website that shows a clever and humorous MDX commercial: <http://video.google.com/videoplay?docid=3667926884546208101>.

ROCKSTAR & FULL THROTTLE (Coca-Cola Company)

Entrepreneur Russ Weiner who called his new company, Rockstar, Inc, created Rockstar the energy drink in January 2001. The brand experienced triple-digit growth year after year *and* was the first energy drink to come in the now-popular 16-oz. can. The four Rockstar beverages are: Rockstar Juiced [Figure 33]; Energy Cola [Figure 34]; Diet Rockstar Energy Drink [Figure 35]; and Rockstar Energy Drink [Figure 36].

The Coca-Cola Company launched Full Throttle energy drink in October of 2004. Atlanta-based Coke noticed the success and large profits of the energy drink market and decided to add to its distribution system the

popular Rockstar brand Full Throttle and re-creating its own TAB cola line as the energy drink –TAB Energy [Figure 37].

With these products the Coca-Cola Company is targeting young men, in the 20 to 30-year-old range. Full Throttle energy drinks are: Full Throttle Fury [Figure 38]; and Full Throttle Energy [Figure 39]. The brand currently has 7.8 percent of the energy-drink market. The advantage it has over most other energy drinks is the fact that it's from Coca-Cola. That means people are able to purchase Full Throttle, Rockstar, and TAB Energy in many locations where they wouldn't find any other brands such as Red Bull, SoBe, Monster, etc. A perfect example of a good location not available to most manufacturer/distributors would be vending machines across the country.

Many of the big soda pop manufacturers have entered the energy beverage market. While most identify the lineage of their products, some do not and it is up to the collector to learn who actually owns the various brands. In this article parent companies have been identified whenever possible.

Monster Energy / Hansen's Functional Energy Drinks (Hansen Natural Corporation)

Hansen Natural Corp. markets, sells and distributes a wide variety of beverage category drinks. These include natural sodas, fruit juices, energy drinks, sparkling lemonades and orangeades, non-carbonated ready-to-drink iced teas and others.



Fig. 41



Fig. 44

The company markets and distributes energy drinks under the Monster brand name and Hansen's Functional Energy Drinks. Collectors of their cans will find them at Costco, Trader Joe's, Sam's Club, Vons, Ralph's, Wal-Mart, Safeway and Albertson's stores.

Monster Beverage Company is owned by Hansen Natural Corporation, which distributes the Monster energy drinks. The Monster line consists of Lo-Carb Monster XXL [Figure 40]; Monster Energy XXL [Figure 41]; Monster Kahos Energy Juice [Figure 42]; Monster Energy Assault [Figure 43]; Lo-Carb

Monster Energy Drink [Figure 44]; and Monster Energy Drink [Figure 45].

Hansen's Natural Corp. under Hansen's Beverage Co." distributes the energy drinks: Hansen's Energy Deuce [Figure 46]; Anti-Ox [Figure 47]; D-Stress [Figure 48]; Energy [Figure 49]; and Stamina [Figure 50].



< Fig. 49



Fig. 50 >

Hansen's Monster Pumps Iron in Energy Drink Market:

CORONA, Calif. – A small company here has created a monster in the pumped-up market for energy drinks.

Hansen Natural Corp., once an obscure seller of fruit juices and sodas, is growing at a furious pace thanks to its Monster Energy line of beverages. It has been a welcome jolt for Hansen's investors and spawned multimillion-dollar stock gains for its two executives.

Monster has become the second-best selling energy drink behind industry leader Red Bull, which is battling with several new rivals that hope to capture the market's surging sales.

Industry wide U.S. sales of the caffeine-laced drinks are expected to climb to nearly \$3 billion this year from \$2 billion in 2004, and should keep growing at least 50 percent annually for the next several years, predicted John Sicher, editor and publisher of trade Journal Beverage Digest . . .

New energy-drink rivals include such giants as the Coca-Cola Co., which is distributing Rockstar and Full Throttle, and PepsiCo Inc., which sells SoBe No Fear and SoBe Adrenalin Rush . . .

The drinks initially were bought mostly by men ages 18 to 30, especially at night, when the drinks also are used as cocktail mixers. But that age group has widened to 13-50, and women now account for one-third of Monster's customers.

Monster is sold in black cans with neon-green claw marks on the side, and Hansen describes the mixture as "the meanest energy supplement on the planet" . . .

The company dates back to 1935, when Hubert Hansen started a juice business in Los Angeles.

After a trip through bankruptcy in the late 1980s, the company was sold in 1992 to two South African businessmen — Sacks and Hilton Schlosberg for \$14.6 million.

They targeted the energy drink market after Red Bull — popularized by marketing executive Dietrich Mateschitz, who began selling the drink in his home country of Austria in 1987 — rapidly expanded in Europe and plunged into the U.S. market.

Red Bull, which made Mateschitz a billionaire, is now sold in 130 countries and the company said it has no fear of Monster and the other new entrants. Their arrival "really validates the category," and Red Bull "is committed to stay ahead of the curve," said Patrice Radden, a spokeswoman at Red Bull's North American headquarters in Santa Monica. For now, Sacks and Hilton Schlosberg are enjoying the financial rush from Monster. The pair led a group of Hansen insiders who together own 25.6 percent of Hansen's stock, according to the most recent proxy, a stake now worth nearly \$400 million.

Hulk Energy (Powered by SOCKO Energy)

Early in May of 2006, in Los Angeles, pop culture icon and wrestler Hulk Hogan [Figure 51] announced the release of his new energy drink "Hulk Energy" [Figure 52] "Powered by Socko" [Figure 53].



Fig. 51

Hogan took his enthusiasm for his latest

adventure to the small screen as Hulk Energy made its debut on The Tonight Show making host Jay Leno the first consumer to try the energy drink.



Fig. 53

According to the makers of SOCKO, the successful energy drink company that is producing Hulk Energy, Hogan's drink has been "... specifically designed to deliver an impact of energy fortified with Taurine, vitamins

B12, B6 and Horny Goat Week to help endurance while increasing mental awareness without unwanted carbohydrates."

Collectors don't have to believe such patent-medicine-type claims BUT they cannot fail to notice the stunning collectible can that contains Hulk Energy.

AND to those who want to know more about Hulk Hogan the icon, go to: <http://www.wrestling-caricatures.com/id117.html>.

IN SUMMARY: Energy drinks are relatively new phenomena in the beverage industry. Like all other beverages, they come in some form of container. All containers have the potential of being of interest to collectors. Bottle and can collecting have become a respectable hobby for many thousands of people. Energy beverages are a very new category and easily predicted to become an important one in collecting. Unlike other products the energy drinks offer a collector the chance to get in on the ground floor of gathering energy drink containers. Most of the containers available today will not be

available in a few years as the industry and market complete their shakeout phase.

Anyone interested in getting a representative gathering of these containers is advised to not hold off!

Canadian Energy Drinks

The following are the known energy drinks that are made and distributed in Canada. A number of them are also made and distributed in the U.S.:

- * Red Bull Energy Drink
- * Impulse Energy Drink
- * Dark Dog
- * Shark Energy Drink
- * Hype Energy Drink
- * SoBe Adrenaline Rush
- * EAS Piranha Energy Drink
- * AMO Energy Drink
- * Red Rain
- * Red Dragon Energy Drink
- * Diablo Energy Drink
- * YJ Stinger

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To check current collector can or bottle prices, go to eBay and enter "energy drinks" – <http://www.ebay.com>.

Photography Credit: Courtesy to BEVNET: (www.bevnet.com)

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