

EXTREME ENERGY FUELS EUROPEAN F1 GRAND PRIX RACES

Submitted by: Extreme Spirits Ltd

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http://www.extremedrinks.com/news/euro_f1.htm

EXTREME DRINKS NAMED THE OFFICIAL ENERGY DRINKS SUPPLIER TO EDWARDS HOSPITALITY AT ALL EUROPEAN GRAND PRIX EVENTS

Extreme Drinks has cut a deal to supply Edwards Hospitality Services one of the Europe's leading F1 Grand Prix hospitality service providers with Extreme Energy.

Edwards Hospitality will be fuelling the likes of BAR Honda, British American Tobacco, Jordan Grand Prix, Foggy Petronas Racing and many other key F1 parties, teams and high profile drivers including among others Jacques Villeneuve and Jenson Button with EXTREME ENERGY.

Extreme Energy (http://www.extremedrinks.com/exdrinks_energy.htm), is the great natural energy drink from Extreme drinks and is formulated to deliver an intense physical and mental energy boost, Extreme Energy uses an original combination of Kombucha (Asian fermented tea), a fruity elixir first drunk by Chinese warriors during the Qin Dynasty and referred to as a source of immortality or 'The Divine Tsche', Siberian ginseng and Guarana (contains natural caffeine). It's the Kombucha, which gives the drink an awesome taste and contributes to an overall feeling of well-being. A high-powered, safe energy drink without the hype or the Taurine.

With no Taurine or artificial ingredients the drink is a great healthy take on the Energy Drinks genre. A welcome change for weary consumers, looking for that much needed boost that leaves one feeling refreshed and revitalized, unlike some of our more bullish rivals, which have been known to leave people trodden on.

Paul Edwards, MD of EHS is generally recognized as the Man who Feeds Formula One. And is perhaps one of the reasons business is booming in the world's fastest sport. Revelling in various nicknames including 'The Fat Controller' the founder of EHS has fed stars such as Jackie Stewart, Frank Williams, Jenson Button, Ayrton Senna and Nigel Mansell.

Paul commented, "There is a definite fit between the F1 championships and Extreme Drinks and I can't wait to take the products around Europe."

Those lucky enough to visit the pit-lanes and enclosures across Europe's most prestigious races will be able to try the drinks and experience the effect of EXTREME ENERGY.

As an added part of the package to the above, all of Paul's articulated trucks will be carrying the brand around Europe!

“A great tasting drink” (2005 consumer research), which is Extreme in nature and pure in form!

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