

PRESS RELEASE

DRIFT™ Carbonated Dairy Mix Energy Drink



DRIFT™
energy

FOR IMMEDIATE RELEASE

NAIRSONS UNLEASHES THE WORLD'S FIRST CARBONATED ENERGY DRINK INFUSED WITH MILK THAT IS POWERED BY NAIRSONS ACMIPRO™ NANO TECHNOLOGY.

CENTURION, 14 JUNE 2023 - **DRIFT™** Energy Drink, a trailblazer in the beverage industry, is proud to unveil its ground-breaking creation, **DRIFT™** Energy. This revolutionary carbonated energy drink, crafted using Nairsons' patented ACMIPRO™ nano technology, an acidified and encapsulated casein micelle protein technology, marks a monumental leap in the world of energy drink beverages. **DRIFT™** Energy is a unique and proudly South African invention that combines the refreshing qualities of carbonated drinks with the goodness of milk.

Casein micelle based delivery systems represent an extraordinary breakthrough in encapsulation technology. Utilizing undenatured milk proteins, these systems effectively protect and deliver a wide range of bioactive compounds, including caffeine. By harnessing the power of casein micelles - minute spherical nanoparticles comprised of proteins, calcium, and phosphorus found in milk - **DRIFT™** Energy has achieved an unparalleled formula that sets it apart as the most advanced energy drink on the market.

The cutting-edge casein micelle delivery system employed in **DRIFT™** Energy is set to garner significant attention in the food industry. It demonstrates remarkable potential in enhancing the stability and bioavailability of essential bioactive compounds, such as vitamins, minerals, caffeine, and omega-3 fatty acids.

Unlike traditional energy drinks that can leave consumers with a sudden crash, **DRIFT™** Energy's encapsulated and acidified casein micelle nano delivery system ensures

a unique and sustained release of energy. This innovation keeps individuals alert, focused, and energized throughout the day, without the drawbacks associated with conventional energy beverages.

"We are thrilled to introduce **DRIFT™** Energy, a truly game-changing product that showcases the prowess of a South African invention," said Lali Nair, brand manager of **DRIFT™** Energy Drink. "With our cutting-edge technology and commitment to excellence, we have created an energy drink that not only provides a powerful boost but also prioritizes sustained energy and consumer satisfaction. **DRIFT™** Energy is a testament to our dedication to revolutionizing the beverage industry with our patent."

DRIFT™ Energy will be available in our refreshing ORIGINAL flavour, ensuring a delightful and invigorating experience for consumers. The product will be distributed through select retailers, supermarkets, and online channels, making it easily accessible to a global audience.

For more information about **DRIFT™** Energy and its ground breaking formula, please visit www.drinkdrift.co.za

About **DRIFT™** Energy Drink

DRIFT™ Energy Drink is a pioneering force in the beverage industry, committed to crafting exceptional products that redefine consumer expectations. By combining cutting-edge technology and premium ingredients, **DRIFT™** Energy Drink aims to deliver innovative and functional beverages that enhance overall well-being.

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