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FURY BEVERAGES TAKES ON BEVERAGE BRANDS WITH PROMISE OF MORE JUICE, MORE VITAMINS

ST. PAUL—Under the brand name “Nature’s Fury,” Fury Beverages launched this week five new juice drinks aimed directly at those beverages marketed as “having high vitamin or juice content,” announced company CEO Jake Nelson.

The beverages, which offer 100% of vitamins A, B₃, B₅, B₆, B₁₂, C and D, plus 15% juice content, will hit store shelves July 1st.

“It was a deliciously simple idea,” said Nelson. “We were frustrated with all these so-called ‘juice drinks’ that had two or three percent juice and, really, no vitamin content to speak of. Our goal was to create a high-quality, low-calorie beverage with more juice per serving and a significantly higher vitamin offering.”

Promising “All of the vitamins. More juice.” Nelson says, “There are beverages out there with vitamins. There are beverages out there with juice. But no other beverage has 100% of all these vitamins plus our high juice content,” added Nelson. “We were the first to bring them all together.”

Based out of St Paul, Minnesota, Nature’s Fury features five flavors in its first product launch: Strawberry Banana Blast, Grape Fusion, Lemonade Tea Flash, Berry Burst and Peach Mango Tango.

Nature’s Fury drinks are also made without artificial ingredients, offering real cane sugar, not high-fructose corn syrup and, in the case of Lemonade Tea Flash, real caffeine from black tea leaves.

“We just wanted something you could slam after a workout that would taste great and actually do some good for your body,” added Nelson, a 12-year veteran of

the beverage/sales industry who's helped bring a number of new brands to market in both the beer and energy-drink networks.

To bring Nature's Fury to the public, Nelson tapped longtime colleague, Doug Beckman, to be his Co-Founder and President of Operations. Beckman has 23 years of logistics and production experience and has helped launch several new products in the beverage industry.

Packaged in 20-ounce bottles, Nature's Fury will be available at convenience stores and grocery retailers and nationwide.

For more information, visit the Nature's Fury website, at www.drinkfury.com

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