



MEDIA RELEASE

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RELAX, CHILL, UNWIND: NEW ANTI-ENERGY DRINK TO HIT AUSSIE MARKET

Melbourne, 16 February 2011 New company, Innovative Beverage Co is planning an attack on energy drinks with the launch of its new relaxant beverage, *esc*.

Consumers are urged to join the “anti-energy movement” and support the new relaxant drink *esc* by becoming fans on Facebook and viewing the clever YouTube video clip.

Founders of Innovative Beverage Co, Chad Yesilova and Joel Fuller are two young, entrepreneurial businessmen set to take the FMCG market by storm, backed by the Deasil Management Group.

“We’re well funded and we’re ready to go. We’re excited to launch the new relaxant beverage; *esc* across Australia ready for purchase in April this year,” Mr Yesilova said.

“This is the first product of its kind to be available in Australia and a healthier alternative to the hundreds of energy drinks and products currently available on the market,” he said.

Mr Fuller says the main ingredients are valerian root, passionflower, chamomile and tryptophan and that there is nothing artificial in the beverage.

“This natural product has no preservatives. It’s a healthy lifestyle choice for Australian consumers. We want people to give it a go, escape the chaotic world we live in and achieve a “zen” state of mind.

“We ask that people interested in the product visit our Facebook page www.facebook.com/escdrink and check out our “anti-energy movement YouTube video at www.youtube.com/watch?v=NudQOBB9Wng.”

“Those who can’t wait to try the product are invited to visit the website and register their interest to be the first to try *esc*. Visit www.escdrink.com today.

“We want Australian public support to fast track our product on to the shelves and bring “zen” to everyone’s lives,” Mr Fuller said.

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Chad Yesilova and Joel Fuller are available for interview.

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Innovative Beverage Co formed in 2010 to unearth creative, innovative, ‘boundary-pushing’ products. Until now, Australian consumers have been left behind with the majority of innovative beverage products only available to overseas markets. Innovative Beverage Co specialises in developing niche beverage products in selected markets for the Australian public.