

Älsa™

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Älsa Energy expands partnerships in natural retail market

Now available in 16 Akin's and Chamberlin's Markets

DANA POINT, Calif. – Oct. 13, 2015 – As of Oct. 17, [Älsa](#), the focus + energy drink mix that provides a steady lift without the crash, will be carried in 16 [Akin's](#) and [Chamberlin's Natural Food Markets](#) throughout the country. Introduced in 2015, Älsa is garnering attention as a strong alternative to the market's many energy drinks as it sets itself apart with myriad benefits that extend beyond the energy lift. The newly founded retail opportunities are an ideal fit for Älsa, as the brand continues to grow within the natural and health food arenas.

Älsa, which comes in the form of a single-dose flavored powder, offers active adults a series of benefits through its incorporation of PUREENERGY®, a patented ingredient that combines caffeine and pTeroPure® pterostilbene* for sustained energy; and Cognizin® citicoline, which is clinically proven to provide enhanced focus and memory function. Älsa contains 14 essential vitamins and minerals—like Vitamins C, B6, and B12—and amino acids L-Carnitine and Taurine, and is rich in electrolytes. For those with dietary restrictions, Älsa is gluten-free, vegan-friendly and is naturally sweetened with stevia extract and fructose.

Älsa will be carried in the following Akin's Natural Foods Market locations: Tulsa, Oklahoma (Fontana and Newport); Oklahoma City (Mayfair and OKC North); Lincoln, Nebraska; Springfield, Missouri; Topeka, Kansas; Bixby, Oklahoma; Rogers, Arkansas; and Omaha, Nebraska. Älsa can

be found in the following Chamberlin's Markets: Alamonte Springs, Florida; Orlando, Florida; Winter Park, Florida; Oveido, Florida; Lakeland, Florida; and Kissimmee, Florida.

The product is available in three natural flavors: Dragon Fruit, Pomegranate Blueberry and Three Citrus, and can be used by simply dissolving one packet of powder into 16 oz. of water, blending into a healthy smoothie, mixing into yogurt, or adding into a flavorful recipe of choice.

Retailing at \$39.50 for a 24-stick pack or \$14.95 for a nine-stick assortment pack, Älsa is available online at AlsaEnergy.com, ProHealth.com and Amazon.com, and in-store at 16 [Akin's](#) and [Chamberlin's](#) Natural Food Markets throughout the country. For more information, visit www.AlsaEnergy.com or connect with Älsa on [Facebook](#), [Twitter](#), [Instagram](#) or [Pinterest](#).

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