

7-Eleven Energizes Private Brand Lineup with Sugar-Free Triton™ Energy Drink

Convenience Retailer Continues to Build its Bench of Performance Beverages



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7-Eleven, Inc.

Oct 15, 2020, 09:30 ET

IRVING, Texas, Oct. 15, 2020 /PRNewswire/ -- **7-Eleven, Inc.** is on a bit of a private brand beverage binge. In the last two years, the convenience retailer has introduced energy and sports drinks, Icelandic spring waters, organic milk and cold-pressed juices. The latest to the fold is **Triton™, a new energy drink with L-Theanine**, created to meet customers' desire for a sugar-free energy option.

Designed for anyone who wants to boost energy levels, Triton is described as “An Energy Drink for the Mind and Body,” and contains caffeine and the amino acid L-theanine, both sourced from green tea leaves. The Triton energy drink also has B vitamins, ginseng, taurine, guarana and amino acids. For a limited time at participating 7-Eleven® stores, thirsty customers can take advantage of a buy one-get one deal on the new energy drink.

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"7-Eleven is one of the leading beverage sellers in the U.S., and our private brand drinks are a growing segment of that business," said Jack Stout, 7-Eleven senior vice president, merchandising and demand chain. "And that's not by accident. We are always looking for ways to improve quality and offer taste profiles that are new and trending at a great value."

7-Eleven's newest energy drink comes in three refreshing flavors:

- **Original** – This fruity combination features a powerful citrus burst of lemon, grapefruit and orange flavors.
- **Strawberry Kiwi** – The juicy, candy-like strawberry flavor is light and balanced with sweet, tart and tangy kiwi flavor.
- **Blood Orange Yuzu** – The distinctive blood orange flavor combined with the exotic tart yuzu flavor creates a unique citrus taste experience.

The company's private brand team creates exclusive items with the highest quality ingredients, unexpected variety, distinctive benefits, and flavor combinations that aren't available anywhere else. Quake® Energy Drink, Skyra® Icelandic water, 7-Select™ organic cold-pressed juice and Replenish™ Sports Drink have all gone on to become top sellers for the retailer.

More information about the new zero-sugar Triton energy drink is available on the [7-Eleven website](#) or on social media at [Facebook](#), [Twitter](#) and [Instagram](#).

About 7-Eleven, Inc.

Are you still reading this? Awesome. Most people stop when they get to the small print. But not you! You get to read the cool stuff. 7Eleven, Inc. is the premier name and largest chain in the convenience-retailing industry. They don't like to brag, but they invented convenience stores. For real. Google it. Based in Irving, Texas, 7Eleven operates, franchises and/or licenses more than 71,100 stores in 17 countries, including 11,800 in North America. Known for its iconic brands such as Slurpee®, Big Bite® and Big Gulp®, 7Eleven has expanded into high-quality sandwiches, salads, side dishes, cut fruit and protein boxes, as well as pizza, chicken wings and mini beef tacos. Mmmmm, tacos. 7Eleven offers customers industry-leading private brand products under the 7-Select™ brand including healthy options, decadent treats, and everyday favorites, at an outstanding value. Customers can earn and redeem points on various items in stores nationwide through its 7Rewards® loyalty program with more than 35 million members, place an order in the 7NOW® delivery app in over 35 participating markets, or rely on 7Eleven for bill payment service, self-service lockers and other convenient services. Find out more online

at www.7-Eleven.com, via the 7Rewards customer loyalty platform on the 7-Eleven mobile app, or on social media at [Facebook](#), [Twitter](#) and [Instagram](#). Also, they trademarked the word "Brainfreeze." No lie. Thanks for sticking with this. You're unstoppable.

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