



LUXURY ENERGY DRINK

f·88



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OF FASHION

After F VODKA Luxury Collection and F Premium Vodka Party Collection were produced the company wanted to explore a range of luxury party drinks. A team of biochemists, manufacturers and marketing experts, all with years of experience in the field, was engaged with the task to develop an improved formula of an energy drink with Taurine and one based on the Acai Berry. As a result f 88 Luxury Energy Drink with Taurine and f 18 Luxury Acai Energy Drink have been developed and recently launched into the global market.



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The idea to develop this new range of Energy Drinks that would match the refined taste, pulsating vitality and glittering excitement that surrounds the world of FashionTV and its audiences around the world was for some time nurtured in the mind of Michel Adam, founder of FashionTV.





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f 88 Luxury Energy Drink is based on an improved formula that it has been specially developed to provide an intense sustainable energy boost for those who lead active and vigorous lifestyles.



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It can be enjoyed by itself or as a mixer from morning to night, at work or pleasure, when partying or relaxing. It contains no artificial colours, flavours or preservatives and it can be enjoyed straight or as a mixer.





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A luxury energy drink developed for those with fashionable, sociable and cosmopolitan lifestyle. Enjoy chilled, straight or as a mixer, from morning to night, at work or pleasure, for energy and beauty, luxury and celebrity.



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Is produced in Austria by a very reputable and specialist manufacturer using the best of ingredients and natural Austrian water. This guarantees the product's superior quality and up market status.





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The overall design of *f Luxury Energy* Drinks resembles the aesthetics of the “F Beverages” product family and brings out the glamour, elegance and at the same time the power and confidence necessary to communicate the quality of these Luxury Energy drinks.



