

Originally developed for long-distance lorry drivers, Driver's Friend Energy Chews have proven to be appealing for a wide range of consumers who want increased alertness, energy, and focus.



CONSUMERS SEEK BETTER WAYS TO INCREASE ALERTNESS, ENERGY, AND FOCUS

By Arun K. Chopra – Sr. VP/ Chief Operating Officer – Tishcon Corp.

Humans have been looking for sources of mental stimulation for much of our existence. While the use of coffee dates back to the 15th century, caffeinated tea has been brewed for over 5,000 years. The quest for effective, safe, and convenient stimulants has only accelerated in modern times as evidenced by the explosive growth in the use of energy drinks around the globe. Today, maintaining an alert state of mind is critical to everything from driving to parenting, and to working and studying. Manufacturers from both the food and beverage and supplement industries are striving to create new and better solutions.

While coffee and tea remain as popular as ever, the demands of modern lifestyles and the preferences of today's younger population are creating a demand for new ways to increase alertness, energy, and focus.

Convenience is King

While many adults find coffees and teas

appealing both for their taste and their role in social settings, the logistics of brewing and transporting hot beverages makes them less than ideal in today's fast-paced, on-the-go societies. This explains, in part, the popularity of energy drinks with younger consumers. With energy drinks, there's no time lost brewing and no fear of spilling a hot drink on your lap while driving.

The form factor

One down side of the surging popularity of energy drinks is their environmental impact. Energy drinks are served almost exclusively in non-reusable cans and plastic bottles. Every time they're consumed it's an addition to the waste stream and the global struggle against environmental pollution. While coffee and tea are often served in reusable cups, mugs, and thermoses, the use of non-reusable containers for tea and coffee service outside of home, work, and restaurant environments has climbed steadily around the world. This puts additional strain on the waste stream.

More than just energy

At the same time consumers are looking for ways to stay sharp and alert, many have also come to be more aware of the health consequences of what they put in their bodies. Manufacturers have seized on this trend and created energy products that also deliver a variety of vitamins, minerals, and nutrition supplements. From vitamin B complex to ginseng, manufacturers are testing the consumer appeal of a wide range of popular health supplements in their energy products.

Consumers becoming more selective

While growth of the energy products industry continues, many consumers are increasingly inquiring into the possible negative effects of their energy supplement choices. Judging by the number of online search inquiries and threads on social media, the amount of sugar in energy drinks is a primary concern, and that concern is well-deserved. Some popular energy drinks have as much as 58 grams in a single serving - almost →

50% more than in a typical 250 mL can of sugar-sweetened soda.

The newest option - energy chews

Energy chews were originally developed and marketed to athletes and active consumers as a means of replacing carbohydrates and electrolytes expended during activities. Some manufacturers then added caffeine to their formulas to provide an additional energy boost. More recently, the market has seen the introduction of energy chews specifically formulated to provide increased alertness, energy, and focus, without the large amounts of carbohydrates and electrolytes found in chews designed for athletic activity.

According to Raj Chopra, CEO / Chairman of Tishcon Corp., "we saw the demand for a highly convenient and healthy option for consumers who want an occasional boost in energy and mental sharpness, and so we created Driver's Friend Energy Chews (driversfriend.com). In addition to the caffeine equivalent to one 250 mL cup of coffee, we formulated Driver's Friend Energy Chews with our patented HydroQsorb® CoEnzyme Q10."

Coenzyme Q10 is essential for the production of ATP, which nutritionists have called the «energy of life." Chopra notes, Our HydroQsorb® CoEnzyme Q10 provides up to 8 times more absorption of ordinary Coenzyme Q10. There is no other energy shot, drink, supplement, or chew in the marketplace that contains this revolutionary, powerful and very beneficial ingredient."

While the first generation of energy chews were developed for active adults, Driver's Friend Energy Chews were originally developed for long-distance truck drivers. However, the convenience of the chews have appealed to a wide audience of consumers. "The simple energy chew form eliminates the need for bottles, cans, and cups – it's extremely convenient and has less environmental impact," states Chopra. In addition, a relatively low level of sugar has made the Driver's Friend formulation appealing. "We find that many consumers just want to be alert and focused. They don't necessarily need or want the high levels of sugar and electrolytes found in



Driver's Friend Energy Chews are extremely easy to keep on hand and create much less packaging waste than energy drinks or carry-away coffee drinks.



Compared with traditional energy chews, Driver's Friend Energy Chews are formulated with less sugar and more vitamins, as well as Hydro Q Sorb® Coenzyme Q10.

traditional energy chews," says Chopra. "Instead of excess sugar, we added Thiamine, Riboflavin B2, Niacin, Vitamin B6, Biotin B7, and Pantothenic acid B5, as well as our Hydro Q Sorb® Coenzyme Q10. We also added Magnesium, which is involved in over 300 vital reactions in the body and is involved in the production of energy.

More choices, better choices

The competition to develop, new, bet-

ter, and more unique energy supplements continues. But today, consumers have never had a greater range of choice or more healthy options for gaining increased alertness, energy, and focus. ●

For more information on Driver's Friend Energy Chews:

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Driver's Friend® is a new, better way to maintain energy, focus, and alertness. With just two delicious, mocha-flavored chews, Driver's Friend provides energy **within 30 minutes that lasts up to 4-6 hours.[†]** To help support and maintain

energy, alertness and focus, Driver's Friend combines a unique blend of ingredients in our proprietary formula – Caffeine (equivalent to one cup of coffee per serving), B-Complex vitamins that help release energy from food, and our patented HydroQsorb® CoEnzyme Q10 that is essential for energy production. **No water needed.**

Alert • Energized • Focused

Delicious Mocha Flavor Chews

- Vitamin B-Complex energy releasers
- Caffeine: 2 chews = 
- Increased energy within 30 minutes. Lasts up to 4-6 hours[†]

Proprietary Driver's Friend® Energy Chews are available for distribution under our registered trademark, or they can be **PRIVATE LABELED** to your brand.

To learn how Driver's Friend® Energy Chews can benefit your company, or to request a quote, call Peter Lambrechts at [+32 468 078 101](tel:+32468078101) or email peter.lambrechts@2q2q.eu

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