

Introducing Sparklean: The Groundbreaking Pea Protein Sparkling Drink Now Available in 1400 UK Boots Stores

Thursday 6 July, 2023

London, July 6th, 2023 - Vow Sports Ltd, a pioneering force in the health beverage industry, is delighted to announce the highly anticipated launch of Sparklean, the world's first pea protein sparkling drink, in 1400 UK Boots stores. This significant milestone represents a major stride in bringing this groundbreaking product to health-conscious consumers nationwide.

Sparklean distinguishes itself as a game-changer in the market by offering a refreshing and delightful beverage that combines the goodness of a novel pea protein with an effervescent twist. What truly sets Sparklean apart is its ability to utilise this innovative pea protein to create a completely clear drink, ensuring an aesthetically pleasing experience for consumers.

Unlike many plant-based protein drinks that often compromise on taste and texture, Sparklean presents an extraordinary breakthrough. Consumers who have previously settled for subpar taste and grainy textures with plant-based proteins can now relish in a gratifying and pleasurable experience. Sparklean delivers an enchanting taste and smoothness that rival traditional soft drinks, providing an enjoyable experience without any compromise.

"We are thrilled to introduce Sparklean to the UK market in partnership with Boots," said Simon Stevens, CEO at Vow Sports Ltd. "This exclusive launch in 1400 Boots stores showcases their commitment to offering innovative and sought-after products to their valued customers."

"This marks the culmination of two years of hard work to develop a sparkling protein drink that matches the taste of consumers' favorite canned soft drinks," added Ray Brilus, Head of NPD at Vow Sports. "Sparklean represents a new era in plant-based protein drinks, offering a delightful taste, refreshing fizz, and a visually captivating clear appearance."

The unique blend of this new type of pea protein in Sparklean appeals to a wide range of consumers, including those following keto and low-carb diets, individuals focused on weight loss, fitness enthusiasts aiming to build muscle, and those embracing plant-based and vegan lifestyles. Sparklean meets the needs of active lifestyles, providing on-the-go hydration in a convenient can while being free from artificial additives and preservatives.

Each can of Sparklean contains an impressive 15g of protein and only 1g of carbs, making it an excellent source of protein with minimal impact on carb intake for individuals seeking to support their active lifestyles and nutritional goals.

Sparklean will be available in 1400 Boots stores starting from July 3rd, 2023. Consumers can experience the distinct blend of taste, health benefits, and convenience firsthand, and discover why Sparklean is a true breakthrough in the health beverage market.

Priced at £2.50 per can, Sparklean offers exceptional value compared to other protein drinks in the market. With each purchase, consumers can enjoy the delicious flavours of Strawberry & Lime and Tropical, with more exciting flavours scheduled to be released later this year.

For more information about Sparklean and Vow Sports Ltd, please visit www.vownutrition.com. For media inquiries, please contact Ray Brilus at ray@vowsports.co.uk or 07823 555 691.

About Vow Sports Ltd: Vow Sports Ltd is a leading innovator in sports fitness supplements and foods, delivering groundbreaking products that blend taste, health benefits, and convenience. Trusted by professionals, Vow Sports offers elite-level quality at affordable prices, empowering individuals to lead healthier, more fulfilling lives.

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