



RUNA Relaunches Brand to Deliver Plant-Based Energy with Entirely New Look and 10-Calorie Functional Lineup

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NEW YORK (March 9, 2020) — Clean energy brand [RUNA](#) aims to revolutionize the way people caffeinate with the unveiling of its revamped beverage formulation and brand redesign. The reformulated RUNA offers consumers a potent boost with clean, plant-based ingredients, improved flavors, without the high calorie count of other brands.

In a national survey 40% of millennials stated “natural”, “high caffeine” and “low calorie” as the three most important product attributes when looking for an energy source. The new Runa 10 calorie lineup was created specifically to deliver against these three shopper needs.

“Consumers are drinking a repertoire of beverages for different occasions and need states, and energy remains central to those needs,” said Mike Kirban, CEO of All Market Inc. (AMI), RUNA’s parent company. “The market is lacking natural and powerful products when it comes to caffeinated beverages, meaning there’s significant potential in the category for Runa’s Clean Energy from brewed guayusa versus the sugar-rich options that have long dominated the market.”

RUNA is made with simple natural ingredients and each 12-ounce can contains just 10 calories. Guayusa, a rare antioxidant and caffeine-rich super leaf from Ecuador, packs each RUNA can with a punch of 150 milligrams of natural caffeine. With a unique balance of polyphenols and L-theanine found in the leaf, Guayusa provides sustained energy and focus without the crash or jitters. RUNA’s unique Guayusa tea like flavor is paired with natural fruit flavors for a clean, crisp refreshing boost.

“We prioritized balancing the unique functionality of Guayusa with a clean, low calorie taste proposition that harnesses the power of this Amazonian super leaf. The upgraded brand illustrates our commitment to clean, plant-based caffeine,” said Jane Prior, CMO of AMI.

The new RUNA lineup — which includes six enhanced flavors — will be available for consumers in May 2020 in select retailers nationwide, including Kroger, Target, Ralphs, Safeway Albertsons, on Amazon.com and more.

RUNA was acquired in 2018 by AMI, an independently-owned portfolio of beverage brands with a mission to reimagine what’s possible when brands deliver better products that are better for the world. AMI brands include RUNA, leading coconut water brand [Vita Coco](#), and aluminum canned water [Ever & Ever](#). To learn more about RUNA, visit [runa.com](#). You can also connect with RUNA on [Twitter](#), [Facebook](#) and [Instagram](#).

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ABOUT RUNA

RUNA clean energy beverage is a product of All Market Inc., the parent company of top beverage brands Vita Coco and Ever & Ever. Made from the guayusa (gwhy-you-sa) leaf, RUNA offers a clean source of caffeine and boasts a rich profile of polyphenols, flavonoids, and L-theanine. RUNA serves as the sole energy beverage that is certified non-GMO and Fair Trade and supports more than 3,000 of the indigenous farming families that grow guayusa through direct employment and other programs. RUNA is available for purchase in retailers nationwide and on Amazon. For more information, please visit [runa.com](#).

ABOUT ALL MARKET INC.

All Market Inc. (AMI) was co-founded in 2004 by CEO Michael Kirban and Ira Liran, its brands include the leading coconut water beverage Vita Coco, clean energy beverage Runa, and sustainable enhanced water Ever & Ever. With its ability to harness the power of people and plants, AMI is poised to become the leading global better-for-you-beverage portfolio. For more information, please visit [vitacoco.com](#), [runa.com](#), or [drinkeverandever.com](#).