

## Kimball Distributing Debuts a New Beverage Star In Dallas-Fort Worth: ViB Arrives

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Press release from: [ViB Holdings, LLC](#)

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Kimball Distributing has been named the sole distributor of ViB (Vacation in a Bottle) for the Dallas-Fort Worth Metroplex.

“We wanted to partner with Kimball because they have a reputation of delivering premium, sports nutrition beverages to the market. They also deliver five-star service to our retail partners” says ViB co-founder Travis Hollman.

ViB’s Pomegranate Berry flavor is currently available at major convenience and grocery stores including: 7-Eleven, Arco AM/PM, QuikTrip, Albertsons, Market Street, as well as RaceTrac stores beginning mid-June. In addition, ViB will kick summer into high-gear with the launch of a tropical flavor later this month.

ViB is the star of the relaxation drink market. And it has true star power behind it. Dallas Cowboys Tight End Jason Witten, Dallas Maverick’s President Donnie Nelson and Dallas Stars Forward Mike Modano are just a few of the A-list investors behind the revolutionary new beverage.

“We have high hopes of watching ViB lead the relaxation beverage category,” said John Cook, General Manager for Kimball Distributing Inc. “It is the next big thing to hit the area.”

ViB’s formula features the amino acids L-Theanine and L-Threonine as well as B vitamins, which create the relaxing effect.

ViB fans also love the product for its lightly carbonated, lightly sweet taste. ViB also has no caffeine– a huge benefit for people who are pulling back from energy drinks.

“It’s a lifestyle beverage that gives consumers a choice they never had until now, and it’s also a game-changer for the entire beverage industry,” Hollman says.

#### About Functional & Relaxation Beverages

Functional beverages are non-alcoholic drink products that have been enhanced with added ingredients to provide specific benefits beyond general nutrition. The relaxation drink category is growing exponentially in response to the public’s demand for natural products that help relieve anxiety and stress, and deliver an all around “relaxed” and happy feeling, without any drowsiness or lethargy.

#### About ViB Holdings LLC

Based in Dallas, TX, ViB Holdings LLC was founded by John de la Valdene and Travis Hollman. Hollman and Valdene launched ViB with the idea of selling a lifestyle and a sensation instead of just a liquid. ViB has tremendous star power behind it. Investors include: Cincinnati Bengals sensation Roy Williams, Dallas Stars’ Forward Mike Modano, Cowboys’ Tight End Jason Witten, Mavericks’ President Donnie Nelson, and Marco Riviera-Green Bay Packer Great. For more information about ViB and ViB Holdings LLC, visit [www.vacationinabottle.com](http://www.vacationinabottle.com) or follow ViB on Twitter @drinkvib

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