

ViB Holdings LLC Announces Distributing Agreement with SPIKE Beverage, LLC; ViB Arrives in Arizona

Date: 07-01-2009 12:09 PM CET

Category: [Fashion, Lifestyle, Trends](#)

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

Agency: **Power Public Relations**



Today ViB Holdings LLC, manufacturer of the revolutionary beverage, ViB, which stands for “Vacation in a Bottle”, announced a distribution agreement with SPIKE Beverage LLC. SPIKE Beverage will distribute ViB to retail outlets throughout Arizona.

SPIKE Beverage is a premium non-alcoholic beverage sales and distribution company focused on waters, sodas, teas and energy drinks. “We are excited to bring ViB to thirsty Arizonans. This is a great product in a new category: relaxation beverages,” said Kimberly A. Clements, Managing Partner, SPIKE Beverage.

Setting a trend in functional, relaxing beverages, ViB helps you chill, unwind and be happy. The lightly carbonated, caffeine-free drink is enriched with amino acids L-Theanine and L-Threonine that take away stress and anxiety and increase focus and concentration. It also contains high levels of antioxidants and great B Vitamins that keep you feeling energized and happy.

Co founder and serial “fun-preneur” Travis Hollman is excited to bring his celebrity-acclaimed beverage to Arizona. “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 SPIKE Beverage, LLC.

SPIKE Beverage LLC delivers liquid refreshment throughout Arizona. The innovative beverage company distributes to all retail channels within the state. For more information about SPIKE Beverage and its full line of beverages please visit www.spikebeverage.com. For media inquiries, please contact Michelle Garcia-Estrada, Media Relations Coordinator, SPIKE Beverage, michellege@spikebeverage.com or (520) 882-2435.

About ViB

Dallas entrepreneurs Travis Hollman and Johnny Dela Valdene know a few things about fun. Right on the heels of their hit toy, The Marshmallow Shooter, the fun-preneurs are at it again with their latest creation, ViB (Vacation in a Bottle).

ViB [pronounced Vibe] is leading the next drinkable trend: the relaxation beverage. Hollman and Valdene launched ViB after seeing a growing backlash against the energy drink market. ViB's main ingredient is the amino acid L-Theanine, the same ingredient which gives green tea its calming effect.

Combined with other amino acids and B-vitamins, ViB is a low-sugar, no caffeine, lightly carbonated beverage that relaxes, while increasing focus and concentration.

And, ViB has tremendous star power behind it. Singer and actress Jessica Simpson says "Vacation in a Bottle is the most refreshing surprise. With my crazy schedule "ViB" helps me to relax and stay focused. I feel less stressed and more balanced after just one. Who doesn't love to go on a vacation! I can be there everyday with Vacation in a Bottle."

It's also a hit with Dancing With the Stars Lil' Kim, and available in the green room of Jimmy Kimmel's late night show. Celebrity investors include: Cincinnati Bengals sensation Roy Williams, Dallas Stars' Forward Mike Modano, Cowboys' Tight End Jason Witten, Mavericks' President Donnie Nelson, Phoenix Sun's forward Amar'e Stoudemire, and Green Bay Packer Great, Marco Riviera.

ViB is available nationwide at major retailers including 7-Eleven, Albertsons, Quik Trip, Market Street, RaceTrac and many other independent retailers.

For more information about ViB and ViB Holdings LLC, visit www.vacationinabottle.com or follow ViB on Twitter @drinkvib. Or, visit our official fan page on Facebook at ViB – Vacation in a Bottle.

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