

# A cleaner soda can by American Energy Drink debuts in Atlanta



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## **Press Release Summary: American Energy Drink is World's first brand to use sanitary can-top seal**

Press Release Body: The team at **American Energy Drink** has just completed a whirlwind sampling tour of local Atlanta convenience stores. [www.americanenergydrink.com](http://www.americanenergydrink.com) "We had to wave our **American Energy** flags to get noticed by the branding guys at the Coke Plaza", says American Energy girls , Stephanie and Jessica. Exxon, Shell, BP, Citgo, Publix, Gulf, QT, and Texaco all have received free tasty samples as the drinks were distributed around downtown Atlanta. Without exception, every clerk and delivery truck driver liked the "Clean Capped" energy beverage.

The advertisement is a rectangular graphic with a blue background. At the top, it reads "American Energy Drink debuts with the AmeriCANtop" in white and red text. Below this, it says "(Atlanta, GA 3Q'08) Distributions to Exxon, QT, Shell, Publix, Texaco, Gulf, BP, Citgo, and the Georgia V.A. Hospital" in smaller white text. The main visual consists of three American Energy Drink cans on the left, a close-up of a hand using the "Clean Cap" on a can on the right, and two women in red shirts holding an American flag in the center. To the right of the women, the text "DUST PROOF", "BIO-SAFE", and "CLEAN CAP" is listed in white. At the bottom, a white banner contains the text "Offset beverage costs with Can-Top-Advertising Revenues! Increase market share! Team Advercan seeks brand assumption by a major BevCo" in blue.

The red-white-blue patriotic cans are sealed with Advercan's sanitary can-top-label. This label protects consumers from dirt and germs on top of the can, all while distributing can-top-messages for the retailer. The **American Energy** crew also donated many drinks to the Georgia V.A. hospital with a can-top-label reading 'Thanks to the Troops!'. A retail example for can-top-media could be Exxon Fuel specials, Warner Brothers pictures, or Georgia lottery advertisements capping each can. Can-top-advertising revenues could actually pay for the entire soda package...Doesn't direct mail advertising cost over 50 cents these days? Can-top-media's "Touch and Target" mandatory interaction should deliver a better impression for advertisers than piles of useless mail! This new method of media distribution is worth billions to the big BevCompanies.

We've all wiped off the tops of a can before, so why not have a seal over it? It seems to me that everything has a protective wrapper except a soda can. Who knows what touches the can before you place it on your lips! The Advercan-3M "Clean Cap" achieved favorable notice at Coca Cola's 2007 innovation conference with the help of Graphic Packaging Inc. [www.graphicpkg.com](http://www.graphicpkg.com) , however the world's largest beverage bear hasn't engaged the clean canning system as of yet.

The team claims the **American Energy Drink** will be seen as a main stream all American beverage, whereas most other energy offerings are marketed as extreme. "This lemon-lime tasting energy blast is intended to entice your taste buds at the same time the can-top-label delivers a clean, safe drinking experience", says the founder of both **Advercan** and **American Energy Drink** brands, K Mac McClintock. He goes on to say, "To aid in the patriotic branding efforts, there's American Airlines, American idol, American Energy in the news, American Express, American politics, American Red Cross, Global American military bases, and American flags waiving everywhere as subliminal advertising for the new patriotic drink...now that's a sure brand winner for any major cola company to run with!" **Team Advercan** is anticipating a co-production deal or model adoption by one of the mammoth BevCos this year. See [www.ADVERCAN.com](http://www.ADVERCAN.com) for these, and other beverage industry innovations.

**Web Site:** [www.americanenergydrink.com](http://www.americanenergydrink.com)

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