

CELSIUS® Unveils Nostalgic New Flavor: CELSIUS® RETRO VIBE™

The CELSIUS VIBE™ Line delivers both delicious, creative flavor profiles and one-of-a-kind emotional experiences, and the latest addition is bringing consumers' tastebuds on a brand-new journey – WHAT'S YOUR VIBE?™

BOCA RATON, Fla., Feb. 5, 2025 – [Celsius Holdings, Inc.](#), the premium lifestyle brand and creator of CELSIUS energy drinks and CELSIUS HYDRATION™ powder sticks, today announced a thrilling new addition to its CELSIUS VIBE Line with the introduction of CELSIUS RETRO VIBE. The new flavor joins CELSIUS' unbeatable lineup of one-of-a-kind CELSIUS VIBE flavors that feature unique flavor profiles and experiential can designs.

Step back in time and experience dreams of yesterday with CELSIUS RETRO VIBE, a nostalgic swirl of tangy raspberry, orange and lime notes, reminiscent of a sweet scoop of icy sherbet. Feel nostalgia in every sip as your tastebuds are transported back to a dreamy, retro-inspired paradise. The latest CELSIUS VIBE Line addition not only boasts a unique flavor profile but is packed with the same quality ingredients that CELSIUS is known for, including essential vitamins and zero sugar. As a disruptor in the energy drink category, Celsius continues to innovate, offering a better-for-you alternative to traditional sugary energy options that align with consumers' desire to LIVE FIT™ in everything they do—all without sacrificing great taste or functionality.

To celebrate the launch of RETRO VIBE, Celsius will feature the flavor on its ESSENTIAL VIBES TOUR™ at Breakaway Music Festival, bringing energy and good vibes to festival-goers across the country. Attendees will have the chance to experience the vibrant energy and nostalgic nature of RETRO VIBE firsthand with exciting activations and exclusive giveaways. Breakaway Music Festival is the perfect backdrop for Celsius to showcase this electrifying new flavor and connect with fans who thrive on good vibes and unforgettable experiences.

"RETRO VIBE isn't just a flavor—it's a feeling," said Kyle Watson, Chief Marketing Officer of Celsius. "Think back to roller rinks, arcades, cassette tapes, chill beach vibes, and living life in the moment. We channeled that carefree energy into every sip, giving you a taste of nostalgia with a modern twist. RETRO VIBE transports you to a sweeter, simpler time—one can at a time."

RETRO VIBE is now available at Target stores nationwide, making it the perfect addition to your next shopping trip. Whether you're stocking up for an active day or simply looking to try something new, CELSIUS RETRO VIBE is the flavor you don't want to miss.

Share your RETRO VIBE moments with us on social and tag [@Celsiusofficial](#) for a chance to be featured.

To find the latest CELSIUS flavor drops near you, check out the [store locator page](#).

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About Celsius Holdings, Inc.

Celsius Holdings, Inc. (Nasdaq: CELH) is a functional beverage company and founder of energy drink brand CELSIUS® and hydration brand CELSIUS HYDRATION™. Born in fitness and pioneering the rapidly growing, better-for-you, functional beverage category, the company creates and markets leading functional beverage products. For more information, please visit www.celsiusholdingsinc.com.

Contact:

press@celsius.com