



CELSIUS® Receives Supplier Recognition Award From 7-Eleven, Inc.

Company receives prestigious “Immediate Consumption Award” for supplier partner excellence

BOCA RATON, Fla., Feb. 10, 2025 – [CELSIUS](#), the premium lifestyle brand and creator of CELSIUS energy drinks and CELSIUS HYDRATION™ powder sticks formulated to inspire people to LIVE FIT™, was recognized with the 2024 7-Eleven Immediate Consumption Execution Award at the 7-Eleven Experience 2025 conference in Las Vegas. This prestigious award recognizes outstanding suppliers for excelling in driving immediate consumption sales within 7-Eleven®, Speedway® and Stripes® stores and effectively implementing strategic merchandising, innovative product offerings, and promotional execution that enhance purchasing behavior.

“It’s an incredible honor for CELSIUS to be recognized once again by 7-Eleven,” said Tony Guilfoyle, Chief Commercial Officer at CELSIUS. “Winning this award is a great achievement, and it reflects the dedication, hard work, and passion of our entire team and distribution partners. This win demonstrates our relentless commitment to delivering innovative, high-quality products and being a best-in-class supplier to all our retail customers.”

CELSIUS is disrupting the energy category with delicious, refreshing, zero-sugar functional beverages to power active lifestyles. The premium lifestyle brand aligns perfectly with today’s trend toward wellness-focused lifestyles, offering a range of fruit-forward options across its 12-ounce CELSIUS Core and CELSIUS VIBE™ product lines as well as the 16-ounce CELSIUS ESSENTIALS line, and most recently, expanding into hydration. The January launch of the CELSIUS HYDRATION™ line of electrolyte-based powder sticks was created to support hydration with zero sugar, B vitamins, essential electrolytes and the refreshing, fruit-forward flavors of CELSIUS® energy drinks – without the caffeine.

Celsius has quickly grown to become the #3 energy drink brand in the United States¹ and over the past year, has begun distribution in Canada, the United Kingdom & Ireland, Australia, New Zealand, France and additional countries expected to begin sales this year.

¹According to sales data for the year of 2024 from Circana, Celsius was the #3 Energy drink brand.

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About Celsius Holdings, Inc.

Celsius Holdings, Inc. (Nasdaq: CELH) is a functional beverage company and the owner 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.

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