



CELSIUS® Receives ‘New Beverage of the Year’ Accolades from Key Business Partners in Australia and New Zealand

The Distributor Group in Australia and BP New Zealand recognise CELSIUS® for its impact on the energy drink category in the region over the last year.

SYDNEY and AUCKLAND, July 10, 2025 — CELSIUS® has been awarded best in new product from key regional business partners The Distributor Group, Australia’s leading national independent wholesaler distributor group servicing Petrol & Convenience and “On The Go” Channels, and BP New Zealand, a leading Petrol & Convenience retailer.

CELSIUS was selected ‘Best Beverage NPD of the Year’ at The Distributor Group Awards by its members for having the best impact on the beverage category, from speed-to-market, to execution, and commercial performance. It also took home ‘Best New Product Launch 2025’ at The BP Awards for outstanding launch activation, effective channel disruption, rapid speed-to-market, and exceptional product innovation. Voted by BP NZ dealers, the award acknowledges CELSIUS as a key contributor to the success of the energy category across 2024-2025.

Lex Shankle, EVP of Global Key Accounts at Celsius, said: “We are honoured to be chosen as the best new beverage by two important distribution partners in the region. We look forward to maintaining the momentum through best-in-class operations and continued innovation that excites consumers and drives them to choose CELSIUS.”

These achievements were made possible through the brand’s strong partnership with Suntory Oceania. From launch day, CELSIUS was not only on shelf but also secured premium visibility across both impulse and home base locations, laying the groundwork for a successful rollout and establishing a blueprint for future product launches.

Josh Wheeler, Celsius ANZ Commercial Manager at Suntory Beverage & Food Oceania, said: “Celsius has delivered exceptional results across Australia and New Zealand, quickly establishing itself as a standout in the energy category. These awards reflect the strength of our partnership and the impact of a well-executed launch that’s resonated with customers and consumers.”

The brand continues to expand its presence in Australia and New Zealand with a lineup of refreshing flavours that include Sparkling Kiwi Strawberry, Sparkling Watermelon Lemonade, Sparkling Green Apple Cherry, CELSIUS® SUNSET VIBE™, and CELSIUS® COSMIC VIBE™.

With zero sugar, green tea extract, and its signature formulation, CELSIUS continues to fuel greatness—whether pushing through a high-intensity workout, chasing down personal bests, or powering through the 9-to-5-to-9 grind.

CELSIUS is available in leading convenience retailers, such as Woolworths, and service stations throughout the region.

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About CELSIUS®

CELSIUS is a premium, functional energy drink brand born in fitness and designed to power active lifestyles. Driven by its LIVE FIT ethos, CELSIUS provides zero-sugar energy for people on the move – from athletes to everyday achievers. CELSIUS is a brand owned by Celsius Holdings, Inc. (Nasdaq: CELH). Learn more at <https://au.celsius.com>