



News Release

# CELSIUS® Expands CELSIUS ESSENTIALS™ Line with Two New Delicious Flavors

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CELSIUS ESSENTIALS Watermelon Ice and Grape Slush Flavors to debut at NACS Show

MMA Fighter Dustin Poirier to host fan meet and greet at CELSIUS NACS booth N2939

LAS VEGAS--(BUSINESS WIRE)-- **Celsius Holdings, Inc.**, (Nasdaq: CELH), maker of CELSIUS, the premium lifestyle energy drink formulated to help individuals LIVE FIT™, today announced the debut of two new flavors under its CELSIUS ESSENTIALS line at NACS Show 2024, including Watermelon Ice and Grape Slush. The 16-ounce CELSIUS ESSENTIALS line, which debuted last year at NACS Show, has grown to eight delicious, performance-focused flavors available at retailers across the United States.

CELSIUS announces two new CELSIUS ESSENTIALS flavors for 2025. (Photo: Business Wire)

The two new CELSIUS ESSENTIALS flavors join the

delicious line-up of existing 12- and 16-ounce flavors, including the recently launched CELSIUS Sparkling Cherry Cola, an energizing twist on a classic cola flavor.

CELSIUS ESSENTIALS Grape Slush is the classic flavor you know and love with a bold finish, featuring a slushy-inspired, icy grape flavor with a burst of refreshing sweetness that tastes like nostalgia in every sip. The perfectly sweet and deliciously tart notes create an invigorating flavor experience.

CELSIUS ESSENTIALS Watermelon Ice is the perfect sensation of deliciously tart watermelon flavor, making for a mouthwatering taste experience that is refreshing and enticing. The succulent watermelon flavor is bold and delicious with a candy-like sweetness you can't resist.

The CELSIUS ESSENTIALS line features boldly flavored, 16-ounce performance energy drinks that are made up of the METAPLUS<sup>®</sup> blend and added aminos, helping support physical and cognitive performance. With a specially formulated lineup of uniquely bold flavors, the CELSIUS ESSENTIALS line is a game changer for those who want more out of their energy.

CELSIUS ESSENTIALS Grape Slush and Watermelon Ice will be available early next year. To find CELSIUS products near you, check the **store locator**.

CELSIUS is exhibiting at NACS Show Oct. 8-10 at booth N2939. Champion MMA fighter Dustin Poirier will host a fan meet and greet at the CELSIUS booth from 1-2:30 p.m. PT on Wednesday, Oct. 9.

### About Celsius Holdings, Inc.

Celsius Holdings, Inc. (Nasdaq: CELH) is the maker of energy drink brand CELSIUS®, a lifestyle energy drink born in fitness and a pioneer in the rapidly growing energy category. For more information, please visit [www.celsiusholdingsinc.com](http://www.celsiusholdingsinc.com).

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Source: Celsius Holdings, Inc.