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Aussie health and fitness expert Sam Wood announced as the new VIBE brand ambassador.

Soda bursting with big flavour, functional benefits, and low sugar.

Today, **Asahi Beverages**, Australia and New Zealand's leading beverages company, is proud to announce the appointment of leading health and fitness expert **Sam Wood** as the new ambassador for **VIBE Soda**. **VIBE** recently launched in Australia and joins the extensive Asahi Lifestyle Beverages portfolio.

Lauren Fildes, Asahi Lifestyle Beverages General Manager - Marketing said "The appointment of Sam Wood is an exciting partnership that will support VIBE's launch in Australia and its ongoing marketing strategy. We have been speaking with Sam and his team for some time now and are thrilled to share this exciting news with our customers and the broader market."

"Sam Wood is a nationally recognized face who combines health and a positive attitude to life. He champions a balanced healthy lifestyle which is very complementary to the overall values of VIBE."

Sam Wood is one of the country's leading health and fitness experts and the owner of 28 By Sam Wood. With more than 20 years of experience in the health and fitness industry, he is a highly successful entrepreneur, businessman, author, and media commentator. Sam pairs his extensive experience in fitness with a keen focus on mindset and motivation and enjoys a healthy and balanced lifestyle.

Sam said "With such a saturated market of sodas out there, it's hard to decipher which ones are better for you. VIBE has been able to nail a drink that can be consumed as an alternative to a soft drink yet still packs a punch full of flavour".

"The functional benefits across the three different flavours offer variety for consumption on whatever vibe you're feeling!"

Now available nationwide in Woolworths Supermarkets, the new VIBE Soda range offers an alternative to regular soft drinks. Leaving your taste buds and your body zinging with life, VIBE Soda is available with an RRP of **\$9.50 for 4 x 330ml** and will be available in more stores in the coming months.

- ENDS -

For further information, VIBE samples or images please contact onetwo agency:

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VIBE Soda Assets

VIBE Sam Wood Ambassador Images [here](#)

VIBE Product Images [here](#)

VIBE Lifestyle Images [here](#)

Instagram: [@drinkvibeau](#)

About VIBE Soda:

VIBE Soda is a range of beverages bursting with personality, fizz, big flavour, low sugar and the extra oomph of added functionality. VIBE doesn't just give you permission to loosen up a little, it begs you to get your cheeky on. Leaving your



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taste buds and your body zinging with life, the VIBE range is available in three delicious flavours, with a different functional benefit in each of the three drinks (all when consumed as part of a healthy and varied diet).

VIBE Lemonade Gut is a soda your gut would swipe right for and contains prebiotics that promote a positive change in gut microbiota. **VIBE Lemon Orange Immunity** will kick Winter right in the lemon oranges and is formulated with beta-glucan to help support your immune health. **VIBE Raspberry Focus** will get your mind out of the clutter and gives you a caffeine hit from coffee beans to improve concentration and alertness. VIBE is your soda friend with benefits!

The VIBE team undertook significant consumer and market research to ensure they created a functional drink that met the evolving needs of Aussie consumers. Asahi Lifestyle Beverages General Manager - Marketing, Lauren Fildes, said *"When choosing an alternative to soft drink, people want great taste first, then something low in sugar that has a range of functional benefits to choose from. Through the research, we found there were too few offers available that tasted great and had the added delivery of functional benefits. That's why VIBE was born."*

VIBE Product Information:

VIBE Lemonade Gut, 4 x 330ml, is carefully formulated with prebiotics to promote a positive change in gut microbiota.

VIBE Raspberry Focus, 4 x 330ml, is carefully formulated with caffeine from coffee beans to improve concentration and alertness.

VIBE Lemon Orange Immunity, 4 x 330ml, is carefully formulated with Beta Glucan to help support immune health.