

CONVENIENCE VALET PARTNERS WITH BEON TO EXPAND ENERGY CATEGORY OFFERINGS

By: Mary Rozanski
August 10, 2018



Convenience Valet (www.cvalet.com) announced a new partnership with BeON Energems, a brand from NRG Innovations. BeON Energems are portable and delicious dark chocolate energy bites whose pack size make them ideal candidates for the convenience store industry as well as travel and hotel shops.

“We are excited to offer our retail partners this opportunity to expand sales in their energy category,” commented Jim Blosser, EVP Sales for Convenience Valet. “In addition to the amazing taste, BeON’s packaging and branding are strong. And with its differentiation, there will be less cannibalization to existing energy products, which are primarily marketed to men.”

Though this product appeals to both men and women, BeON is highly attractive to women as it is chocolate, caffeinated, and low-calorie. With only 16 calories per piece, 3 Energems (1 serving) equal the same caffeine content as a cup of coffee. The initial gem flavors will be the three best sellers -- Dark Chocolate, Dark Chocolate Mint, and Dark Chocolate Berry. Exciting new flavors expected later in 2019.



“We are thrilled to partner with Convenience Valet as we know from retailer data that BeON’s sweet spots are convenience stores and transit locations, like airports and hotels,” says Avi Markus, VP Sales and Marketing for the BeON brand. “The healthier boost of tasty dark chocolate – in a functional (and great looking) re-sealable pouch -- appeals highly to the on-the-go consumer.”

BeON chocolate Energems come in 6 count pouches which are designed to be pegged or clip stripped but the pouches can also be merchandised at checkout or on shelf in a branded 12 count caddy. The recommended SRP is \$2.99-\$3.49 which is competitive for the category.

About Convenience Valet

Convenience Valet is an industry leader in trial and travel-size consumer products. We specialize in repacking as well as distributing top brands of health, beauty and personal care products, automotive supplies and other general merchandise to various outlets including convenience stores, airport shops, hotels, cruise ships, college bookstores, dollar stores, wholesale distributors and more. With our fast and flexible business mindset, we focus on our customers with a relentless passion for quality, service, and innovation. We also believe that giving back is important and so we are proud partners with Children’s Miracle Network Hospitals and The Folds of Honor Foundation.

About BeON

BeON Energems is revolutionizing the way we energize. Our delicious chocolate gems are made from an innovative formula of real dark chocolate and energy boosting ingredients and are the first of their kind in the category. Through natural ingredients and essential vitamins, including vitamin B6 and B12 and Vitamin D, L-theanine and pure dark chocolate, BeON Energems is the cleaner, more delicious source of energy that was missing from the energy aisle*. BeON Energems enjoy 16 calories per gem (48 calories per serving) and 133mg of caffeine per serving. Made to combine real dark chocolate and energy, BeON can be found in numerous convenient flavours including Dark Chocolate, Mint Dark Chocolate and Berry Flavoured Dark Chocolate (with more delicious flavours on the way). Try BeON Energems today and unlock your inner energy!