



Press release
5 March 2026

Froosh expands into energy drinks category: three Froosh Energy flavours containing fruit juices will arrive in shops in March

Froosh, known for its fresh fruit and berry smoothies, is expanding its product range into energy drinks. The new Froosh Energy drinks include fruit juices, vitamins and natural caffeine sourced from guarana. The products contain no added sugar or colourings. The new energy drinks will be available in grocery shops in March 2026.

Froosh smoothies have an established position among Finnish consumers, and according to consumer tests commissioned by Fazer¹⁾, there is growing interest in fruit juice-based energy drinks. Expanding to the category of energy drinks is a natural continuation for the Froosh brand.

“Adults over the age of 25 are consuming energy drinks in increasing amounts, and they increasingly value authentic flavours¹⁾. Froosh’s products and concept resonate particularly well with this consumer group. Therefore, we wanted to bring energy drinks containing fruit juices to the market. They have been especially praised for their taste, just like our smoothies,” says **Julia Weijola**, Marketing Director at Froosh.

Froosh Energy fits into active everyday life, working days and moments of exercise

The new Froosh Energy product range offers a fresh alternative to traditional energy drinks. The drinks contain vitamins and around 10–14% fruit juice. They do not include added sugar or colourings. They have a low sugar content (0.6–1.5 g/100 ml), and the light carbonation together with natural caffeine (105 mg per can) makes Froosh Energy a tasty drink, even as a substitute for a cup of coffee.

Froosh Energy is available in three flavours:

- Froosh Energy Apple & Pear 330 ml
- Froosh Energy Peach & Passion Fruit 330 ml
- Froosh Energy Raspberry 330 ml



Fazer recommends a varied diet and healthy lifestyle choices. Froosh Energy products are not suitable for children, pregnant or breastfeeding women, or individuals sensitive to caffeine. The maximum recommended consumption is three cans per day.

Sources:

¹⁾ Foodwest Finland, taste & concept test, April 2025. N=150.

Press images:

<https://fast.fazer.com/I/GGRqXMSHF2gD>

Additional information:

Fazer's Media desk tel. +358 40 668 2998 (weekdays 8:00 - 16:00 EET), media@fazer.com

Fazer Group

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