

EMBRACING SLOWNESS: THE ANTI-ENERGY DRINK



FOOD & DRINK

Out to help those looking for a quick relaxation fix, a new drink from Canada offers ‘an acupuncture session’ in every can. An antidote to energy drinks like Red Bull, [Slow Cow](#) was developed to help people de-stress. Under the premise that caffeine-packed drinks tend to increase anxiety, Slow Cow contains theanine, chamomile, valerian, passiflora and other ingredients known for their calming effects. The beverage is meant to increase mental awareness while improving relaxation, without the post-hit dip that caffeine and other stimulants cause. Slow Cow, whose tongue-in-cheek logo [apparently did not amuse Red Bull](#), might have found a gap in a market saturated with energy drinks of every possible variety. It’s not the only beverage to position itself as a relaxation drink, mind you, ([Drank](#) is another), but Slow Cow gets our vote for best branding. Seems like a natural fit for spas, hotels, airlines—or anywhere else consumers could use a serving of relaxation. Spotted by: Sylvie Lafave

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