

## For Immediate Release

April, 29, 2009

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## Big OI' Trucker Energy Juice Now Available Nationally

*Big OI' Trucker Energy Juice is now available at truck stops, travel stations, and online retailers nationwide. Test Market Retailers and Customers have received The Fruit Punch flavored Energy Juice very favorably, so it is now ready for national availability.*

Chicago, IL April 29, 2009 – Big OI' Trucker (<http://www.bigoltrucker.com>), announces the nationwide availability of Big OI' Trucker Energy Juice. Designed specifically for truckers, Big OI' Trucker Energy Juice presents a healthy but energy-packed drink to keep drivers focused, alert and energized without compromising health or safety by pumping the driver full of blood pressure raising stimulants such as caffeine and guarana. Big OI' Trucker Energy Juice is now available online and at truck stops and travel stations nationwide.

*"Big OI' Trucker is the first beverage brand to specifically target truckers," says Danny White, Truck Driver and Founder of Big OI' Trucker. "That has helped to make our initial test marketing a success, because we have a product that tastes great and addresses specific concerns and needs that all 4 million truckers like myself share."*

The proprietary blend of herbs, vitamins, and amino acids found in Big OI' Trucker Energy Juice is designed keep truckers focused and alert while helping the body to create natural energy. Additionally, because the blend is designed to be healthy as well as effective it means truckers are able to drive safer, longer.

*"Big OI' Trucker Energy Juice has been a terrific addition to my retail lineup," Says Dave Bachman, General Manager at the Iowa 80 Truckomat in South Holland, Illinois. "Our customers love the drink and keep coming back for more."*

### **Featured Big OI' Trucker Energy Juice Ingredients Include:**

**Stevia** – this natural herb has zero calories, zero carbohydrates, and zero glycemic index. Additionally, medical research indicates that Stevia may also address health problems including obesity, high blood pressure, and hypertension.

**Hawthorn Berries** – extremely valuable for cardiovascular health because of their ability to enlarge blood vessels, easing blood flow, and lowering blood pressure.

**Taurine** – supports a good mood, increases physical energy, and increases alertness without acting as a stimulant.

**Inositol** – aids in reducing cholesterol levels in the blood, reverses nerve damage from diabetes, and helps to breakdown and redistribute body fat.

**Ribose** – a special carbohydrate that helps the body with energy production and aids in short bursts of energy for power movements during physical activity.

Big Ol' Trucker will be exhibiting and providing free samples at the Iowa 80 Truckers Jamboree in Walcott, Iowa, July 9-10, 2009. Please let us know if you will be attending so that we can schedule a meeting and introduce you to Big Ol' Trucker in person.

Retailers, Operators, and Distributors please contact: [sales@bigoltrucker.com](mailto:sales@bigoltrucker.com) or call: 888-681-0009.

Press interested in additional information or to schedule for interviews, please contact: James Hills, [james@marketinghelpnet.com](mailto:james@marketinghelpnet.com), or call: 630-233-8336. Product samples and high resolution images are available.

**About Big Ol' Trucker (<http://www.bigoltrucker.com>):**

Big Ol' Trucker Energy Juice is the result of years of work to develop a healthy, great tasting, alternative to the energy drink market that is packed with drinks that often do more harm than good, and can lead to obesity, diabetes, and other diseases. In 2008, the Healthy Trucking Initiative, endorsed Big Ol' Trucker Energy Juice, calling it, "a welcome addition to any trucker's snack plans." Big Ol' Trucker is based out of Chicago and is lead by entrepreneur and U.S. Army Veteran, Danny White.

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