



180 Blue

- Introduced:** **180 Blue:** October 2006
- Beer Category/Style:** Non-alcohol - Energy drink.
- Taste Profile:** **180 Blue** has a subtly sweet berry and grape flavor. **180 Blue's** flavor is the result of the Acai (pronounced ah-sigh-ee) berry, red grape and blueberry juices used in creating the beverage.
- Ingredients:** In addition to juice from the Acai berry, **180 Blue** contains guarana, red grape and blueberry juices in addition to vitamins B-6 and B-12. 180 Blue has a subtly sweet berry and grape flavor that's the result of the natural ingredients used in creating the beverage. It's blended with vitamins and natural flavors and contains no artificial colors. The dark bluish-purple liquid is a result of the juices used to create **180 Blue**.
- How to Serve:** **180 Blue** can be served straight, over ice, mixed or even blended into a smoothie with fresh fruits and a mint garnish.
- Interesting Facts:** **180 Blue** is the first packaged energy drink launched by a major beverage company in the United States that contains the Acai berry.
- Acai is an antioxidant rich berry that grows wild in the Brazilian Amazon and is considered to be one of the top superfoods in the world. Acai is a small, dark, purple fruit from the palmberry tree. It usually grows in the wild Amazonian jungles in Brazil, where it is harvested. The Acai berry is rich in polyphenols, B vitamins, minerals (particularly iron), fiber, proteins and omega-3 fatty acids.
- 180 Blue** won a silver medal at the 2008 North American Beer Awards in the "carbonated soft drink" category.
- Further Information:** Visit www.180.com or www.anheuser-busch.com.