

**CATEGORY NEWS**

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## QuickChek Adds NuAquos

Retail chain part of beverage's social-media, neck-hanger promotions

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**WHITEHOUSE STATION, N.J.** -- QuickChek convenience stores are now stocking NuAquos, the sports beverage with protein.

A variety of in-store marketing elements tailored to QuickChek will support this new partnership, along with a social-media campaign on the NuAquos website. These include Facebook and neck-hanger \$1-off promotions.

"This is very much part of our go-to-market strategy," said Chuck Walkley, CEO of New Whey Nutrition, makers of NuAquos sports beverage. "Our latest success with Shop Rite in the Northeast makes it a perfect time to increase our footprint and be part of a great name in the c-store channel."

In addition, NuAquos is launching a first-quarter 2015 promotion dubbed "Push Ups & Protein." In it, one customer per month will win a free treadmill, encouraging them to reach a point of sweat and then experience how NuAquos' proprietary blend of protein, electrolytes, vitamins and minerals can help them recover. To support the promotion, in-store tear pads on product neck hangers and the NuAquos website along with Facebook postings will encourage participation for customers to enter to win.

NuAquos sports beverage from New Whey Nutrition was launched in January 2014 and is currently available in major grocery, convenience, food & drug and gas stations in 16 states.



**WIN A FREE TREADMILL!** REGISTER TO WIN AT [WWW.NUAQUOS.COM](http://WWW.NUAQUOS.COM)

### PUSH UPS & PROTEIN

*For a Healthy Nu Year*

**12g** COMPLETE PROTEIN

**6x** ELECTROLYTES

**19** VITAMINS & MINERALS

**2:1** CARB/PROTEIN & POTASSIUM/SODIUM

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