

Multi-Flow Industries Launches Re-Fuel Energy Drink Can

HUNTINGDON VALLEY, Pa., Jan. 4, 2013 (SEND2PRESS NEWSWIRE) – Multi-Flow Industries, a fountain-beverage manufacturer and distributor for over 75 years, recently introduced one of its best-selling brands – Re-Fuel™ – in a 16 ounce can. This product launch represents the premier introduction of a ready-to-drink beverage from the company that helped to revolutionize energy drinks available for nightclubs and bars in a bag-in-box package.

Acquired by CMS Private Equity in 2008, Multi-Flow has been producing [Re-Fuel Energy Drink](#) in bag-in-box (fountain-dispensed) for nearly a decade.

Mark Stephens, CEO, says that “Our Re-Fuel brand has been a value-added God-send to Nightclubs and Bars throughout the country. Our newest product launch, Re-Fuel 16 ounce cans, answers our customers’ requests. This represents our first offering that is ready-to-drink. We’re also anticipating many new customer opportunities in this package.”

Those opportunities refer to convenience store cold vaults, club stores, and other venues that don’t require a fountain-dispenser in order to serve.

Brett Rosenbloom, Director of Wholesale at Multi-Flow, said that “The pre-sales on Re-Fuel 16 ounce cans have been unbelievable. Our customers are looking for a great-tasting energy drink at an affordable cost, and that’s what we’re offering. It’s a win-win for everyone: our customers, and their consumers.”

Multi-Flow Industries, based in Huntingdon Valley, Pa., produces branded and private label concentrated Iced Teas, Juices, Carbonated Soft Drinks, Energy Drinks and Fortified Functional Water in Bag-in-the-Box packages. In addition to the recent “Excellent” rating from Silliker, Multi-Flow Industries has been an OSHA VPP Star Site since 2005.

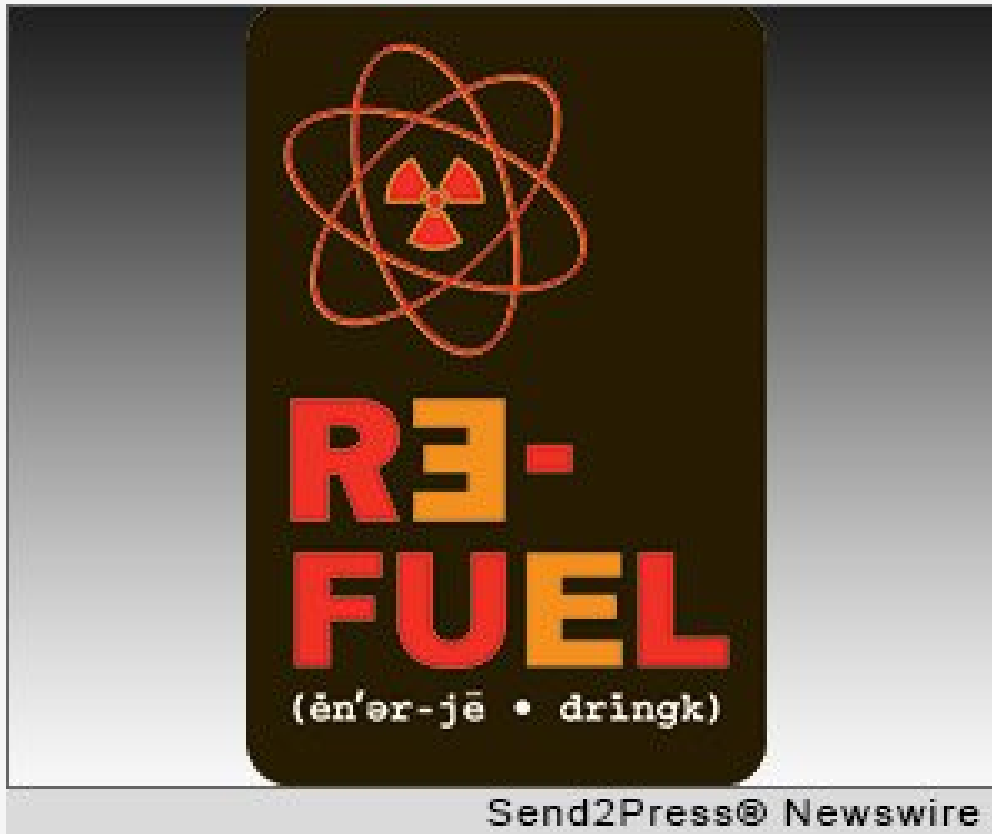
Nearly half of Multi-Flow Industries’ revenue is derived from private label partnerships with convenience store chains, foodservice operators, and branded bottle and can manufacturers. The balance of Multi-Flow Industries’ revenue is generated from route delivery sales out of their 12 warehouses along the East Coast. The company was established in 1937 by U.S. Navy Veteran Sam Gottlieb.

More information on Multi-Flow can be found on the company website at www.multiflow.net or on [Facebook](#).

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