

XUVO to Debut World's First Glowing Cocktail Mixer

Tablet at NCB Show in Las Vegas

Inspired by EDM; UV-Reactive Cocktails Infused with Energy Supplements

LAS VEGAS, March 27, 2015 /PRNewswire-iReach/ -- XUVO Labs today announced that it will debut its XUVO® Re-Mixers, the world's first line of glowing cocktail mixer tablets, at the 30th Anniversary of the Nightclub & Bar Convention & Trade Show being held at the Las Vegas Convention Center March 30th - April 1st. Inspired by Electronic Dance Music (EDM), the effervescent, patented XUVO tablets instantly create glowing/UV-reactive cocktails once placed in water and liquor. XUVO is infused with energy supplements including caffeine, taurine, guarana, and b-vitamins. XUVO is sugar-free, gluten free, and vegan; it contains only 9 or less calories and 3 grams of carbs per serving.

After XUVO's initial announcement, Spiros Malandrakis, Senior Alcoholic Drinks Analyst for Euromonitor International, called XUVO a "radical innovation [in the] almost religiously untouched [cocktail mixer category]" with "little doubt that high-energy environments will make the most of the products' literally glowing attributes".

"XUVO is an extremely versatile and multi-sensory beverage experience" said Killian Wells, Inventor and CEO of XUVO. "This is truly the future of mixology."

The Los Angeles-based Company will be demonstrating XUVO cocktails against a custom-built black light display as part of the exclusive Emerging Brands Pavilion, which is sponsored by the Cooking Channel show HOTMIXOLOGY. XUVO will be offering non-alcoholic samples of four of their flavors and vibrant colors, including Neon Mojito™, Orange Buzz™, Electric Blue Hawaiian™, and Cosmic Apple™. This will be the first time ever that the public will get to experience this groundbreaking, revolutionary cocktail and energy drink mixer.

The Emerging Brands Pavilion is located at the front of the expo hall. Attendees are encouraged to make XUVO Labs their first stop of the show, as tasting samples will be limited.

To sample XUVO and take a selfie with XUVO's "radiation-dude" mascot, please visit booth #1438 in the Emerging Brands Pavilion.

For more information about XUVO, please visit www.xuvo.com

For more information about NCB, please visit www.ncbshow.com

Media Contact: Press Dept, XUVO Labs, 866-373-9886, press@xuvo.com

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