



The Pickle Juice Company

Press Kit





Company History

Originally developed in 2001 with the dual purpose of replenishing electrolytes lost during strenuous exercise and addressing muscle cramps, The Pickle Juice Company has evolved to become one of “the best kept secrets” in the athletic trainer and elite athlete communities. The formula was tested and revised in the marketplace for the better part of a decade in order to develop the most effective formula possible to address the neurological elements that directly lead to muscle cramping as well as replenishing electrolytes that contribute to hydration. Extra Strength Pickle Juice Shots were released to the marketplace in 2012 in order to provide a portable product for the individual endurance athlete. Spring of 2015 marked the opening of our state of the art manufacturing facility in Mesquite, TX, introduction of our 100% Natural Pickle Juice Sport formula, as well as our international expansion plans. Our commitment to improving the performance of athletes is as strong as ever, as evidenced by the increase in elite events that Pickle Juice Sport is endorsing and attending.





Product Overview

What is Pickle Juice Sport/Shot?

- Developed in 2001, The Pickle Juice Company's proprietary recipe was developed specifically to help prevent dehydration and muscle cramping caused by heat and muscle exertion. It is becoming more and more commonly used by athletes, the military, people working in strenuous or hot environments and the elderly who find it to be an outstanding source of relief for nighttime muscle cramps.

Why Pickle Juice Sport/Shot?

- No need for refrigeration (2-year shelf life)
- Fortified with potassium, zinc, vitamin C & E
- Prevents and relieves muscle cramping
- Portable/ re-sealable packaging
- Aids in hydration (sodium helps retain water levels)
- Replenish Electrolytes – contains 10 times as many electrolytes as most sports drinks





Press Releases

The Pickle Juice Company Announces New 100 Percent Natural Sports Drink

New formula proven to relieve muscle cramps faster than water and leading sports beverages

Mesquite, TX – (December 7, 2015) — [The Pickle Juice Company](http://www.picklepower.com), creators of a unique sports drink formula that replenishes electrolytes and relieves muscle cramps, announces the launch of its latest product, 100% Natural Pickle Juice Sport. The new formula is a clear, translucent drink that contains no artificial ingredients and is packed with 10 times more electrolytes than the average sports drink.

“Fifty percent of our population gets muscle cramps, with athletes, elderly and outdoor workers being the most susceptible,” said Filip Keuppens, director of sales and marketing for The Pickle Juice Company. “100% Natural Pickle Juice Sport is an effective, all-natural recipe made with key ingredients that are scientifically proven to block the neurological signal that triggers muscle cramps.”

Several studies have confirmed the longstanding assumption that pickle brine might be more effective than sports drinks at treating muscle cramps. In one particular [study](#) from the Department of Health, Nutrition and Exercise Science at North Dakota State University, found that athletes who drank the brine noticed the cramps were gone within 85 seconds — about 37 percent faster than the water drinkers and 45 percent faster than those who didn’t drink anything at all.

The 100 percent natural sports drink joins an already established line of products including the original Pickle Juice Sport and the Extra Strength Pickle Juice Shot, which contains a higher concentration per volume of electrolytes. The 100% Natural Pickle Juice Sport comes in 8oz and 16oz bottles and is available for purchase online and at select retailers.

For more information, please visit www.picklepower.com.

About The Pickle Juice Company: Developed in 2001, the Pickle Juice Company’s proprietary recipe was developed specifically to help prevent dehydration and muscle cramping caused by heat and muscle exertion. It is becoming more and more commonly used by athletes, the military, people working in strenuous or hot environments and the elderly who find it to be an outstanding source of relief for muscle cramps. For more information or to purchase the juice visit www.picklepower.com.





The Pickle Juice Company Announces New Product, Pickle Juice Chaser
New product caters to the “pickleback” shot trend in the beverage and bar industry

MESQUITE, TX (January 14, 2016) — [The Pickle Juice Company](http://www.picklepower.com), creators of a unique sports drink formula that replenishes electrolytes and relieves muscle cramps, introduces its latest product, the Pickle Juice Chaser. This new product targets the bar and beverage industry, specifically catering to the “pickleback” shot trend, but includes the same benefits and ingredients as the brand’s other sports beverages and shots.

“As the original Pickle Juice Company, we’ve had many consumers in the beverage industry use our products for years, for both fitness and/or leisure,” said Filip Keuppens, director of sales and marketing for The Pickle Juice Company. “Many bartenders pour pickle brine straight from the jar so with ease of use, demand and volume in mind, we developed a bottle that would more effectively fit into a bar well or rail.”

Traditionally, the “pickleback” is a shot of pickle brine that is preceded by a shot of whiskey. The sweet-and-sour nature of the brine is said to neutralize the burn of the alcohol, and the salt acting as a masking ingredient to counteract the harsh taste of the spirit. The acetic acid present in the brine through the vinegar is an antidiuretic that contains electrolytes and absorbs salt, also making the formula a hangover cure that restores hydration to the body. Pickle Juice Chaser has the added benefit of providing 10 times more electrolytes along with vitamins, potassium and zinc.

Pickle Juice Chaser joins an already established line of products including the 100% Natural Pickle Juice Sport, the Original Pickle Juice Sport and the Extra Strength Pickle Juice Shot, which contains a higher concentration per volume of electrolytes. With a retail SRP of \$4.99 per bottle and standard pour spout compatibility, Pickle Juice Chaser is available for wholesale purchase in six packs of one-liter bottles.

About The Pickle Juice Company: Developed in 2001, the Pickle Juice Company’s proprietary recipe was developed specifically to help prevent dehydration and muscle cramping caused by heat and muscle exertion. It is becoming more and more commonly used by athletes, the military, people working in strenuous or hot environments and the elderly who find it to be an outstanding source of relief for nocturnal muscle cramps. For more information or to purchase the juice visit www.picklepower.com.





The Pickle Juice Company Expands Product Line with 100% Natural Extra Strength Pickle Juice Shot

New, all-natural shot provides endurance athletes with portable sports drink to relieve muscle cramps fast and stay hydrated

Mesquite, TX – (March 1, 2016) — [The Pickle Juice Company](http://www.thepicklejuicecompany.com), creators of a unique sports drink formula that replenishes electrolytes and relieves muscle cramps, announces today the launch of its newest product, 100% Natural Extra Strength Pickle Juice Shot. The shot is a clear and translucent formula with no artificial ingredients and packed with 14 times more electrolytes than the average sports drink. The launch of the shot follows the recent and successful release of the 8oz version, 100% Natural Pickle Juice Sport.

“Due to the overwhelming success of our 100% Natural Pickle Juice Sport and the ongoing popularity of our Extra Strength Pickle Juice Shots, the 100% Natural Extra Strength Pickle Juice Shot is a logical next step in the expansion of our growing product line,” said Filip Keuppens, director of sales & marketing for The Pickle Juice Company. “We are excited to add an all-natural version of our proven Extra Strength Pickle Juice Shot and continue to show our commitment to improving an athlete’s overall performance and experience.”

With key ingredients that are scientifically proven to block the neurological signal that triggers muscle cramps, the shot sets itself apart from other sports drinks on the market. In addition to being sugar and caffeine free, its small, portable size makes the shot well-suited for on-the-go endurance athletes.

Several studies have confirmed the longstanding assumption that pickle brine might be more effective than sports drinks at treating muscle cramps. One independent [study](#) from the Department of Health, Nutrition and Exercise Science at North Dakota State University, found that athletes who drank the brine noticed the cramps were gone within 85 seconds — about 37 percent faster than the water drinkers and 45 percent faster than those who didn’t drink anything at all.

The 100% Natural Extra Strength Pickle Juice Shot joins an existing line of products including the original Pickle Juice Sport, 100% Natural Pickle Juice Sport, Pickle Juice Chaser and the Extra Strength Pickle Juice Shot, which contains a higher concentration per volume of electrolytes. The 100% Natural Extra Strength Pickle Juice Shot comes in 2.5oz bottles and is available for purchase online and at select retailers.

For more information, please visit www.thepicklejuicecompany.com.

About The Pickle Juice Company: Established in 2001, the Pickle Juice Company’s proprietary recipe was developed specifically to help prevent dehydration and muscle cramping caused by heat and muscle exertion. Due to its proven functionality for muscle cramps and its efficiency as a hydration aid, Pickle Juice is becoming more and more commonly used by athletes, the military, people working in strenuous or hot environments and the elderly who suffer from night-time muscle cramps. For more information or to purchase products from The Pickle Juice Company visit www.thepicklejuicecompany.com.





Images



100% Natural Pickle Juice Sport





100% Natural Extra Strength Pickle Juice Shot





Pickle Juice Chaser

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Scientific Study

Suffering From Muscle Cramps? Pick Pickle Juice

Ben Muessig Contributor

(June 14 2010) — Gatorade® isn't the only greenish drink that athletes crave. A new study indicates that pickle brine could help athletes when they need it most. Researchers say the juice at the bottom of a pickle jar is more effective at staving off crippling muscle cramps than water. To prove the salty premise long believed by some trainers and serious athletes, scientists induced toe cramps in male college students after forcing the subjects to bike to the point of mild dehydration. The average cramp lasted about two minutes and 30 seconds.

The Pickle Juice Company

A new study has revealed that pickle brine might be more effective than sports drinks at treating muscle cramps, confirming a longstanding assumption in the sports world. Football players, cyclists and triathletes have been sipping dill-flavored drinks, including bottles of The Pickle Juice Company, for years. Those who downed the brine stopped complaining of cramping within 85 seconds — about 37 percent faster than the water drinkers and 45 percent faster than when they didn't drink anything at all.





Dr. Kevin Miller, the lead author of the study, told the Times he thinks pickle brine helps cure cramps because it triggers a nerve reaction. In fact, pickle brine seemed to ease cramp pains so quickly that he doubts it even had time to leave athletes' stomachs before it started to work. Instead, Miller and the other researchers argued that pickle juice might spark some kind of "neurally mediated reflex" that helps give the right cues to misfiring muscles, which are thought to cause cramps.

Though the study offers some concrete proof that pickle juice can quickly treat muscle cramps, the salty drink is still just a drop in the ocean at major sporting events compared to water and other sports drinks.

Med Sci Sports Exerc. 2010 May;42(5):953-61. doi: 10.1249/MSS.0b013e3181c0647e.

Reflex inhibition of electrically induced muscle cramps in hypohydrated humans.

Miller KC¹, Mack GW, Knight KL, Hopkins JT, Draper DO, Fields PJ, Hunter I.

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For a full link to the study, [please click here.](#)





Nutritional Facts

2.5oz PJ Shots

CONTAINS 0% VEGETABLE JUICE

Nutrition Facts	
Serving Size 2.5 fl oz (75mL)	
Servings Per Container 1	
Amount Per Serving	
Calories 0	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 470mg	20%
Potassium 20mg	1%
Zinc 3mg	1%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Sugars 0g	
Protein 0g	
Vitamin C 8% • Vitamin E 15%	
<small>Not a significant source of Calories from Fat, Total Fat, Saturated Fat, Trans Fat, Cholesterol, Dietary Fiber, Sugars, Protein, Vitamin A, Calcium, Iron.</small>	
<small>*Percent Daily Values (DV) are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.</small>	



8oz PJ Sport

CONTAINS 0% VEGETABLE JUICE

Nutrition Facts	
Serving Size 8 fl oz (240 mL)	
Servings Per Container 1	
Amount Per Serving	
Calories 0	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 820mg	38%
Potassium 70mg	2%
Zinc 6mg	40%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Sugars 0g	
Protein 0g	
Vitamin C 30% • Vitamin E 30%	
<small>Not a significant source of Calories from Fat, Total Fat, Saturated Fat, Trans Fat, Cholesterol, Dietary Fiber, Sugars, Protein, Vitamin A, Calcium, Iron.</small>	
<small>*Percent Daily Values (DV) are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.</small>	



16oz PJ Sport

CONTAINS 0% VEGETABLE JUICE

Nutrition Facts	
Serving Size 8 fl oz (240 mL)	
Servings Per Container 2	
Amount Per Serving	
Calories 0	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 820mg	38%
Potassium 70mg	2%
Zinc 6mg	40%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Sugars 0g	
Protein 0g	
Vitamin C 30% • Vitamin E 30%	
<small>Not a significant source of Calories from Fat, Total Fat, Saturated Fat, Trans Fat, Cholesterol, Dietary Fiber, Sugars, Protein, Vitamin A, Calcium, Iron.</small>	
<small>*Percent Daily Values (DV) are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.</small>	



Ingredients: Purified Water, Vinegar, Salt, Natural Flavor, Potassium, Zinc, vitamin C, Vitamin E, Yellow 5*

*100% natural product does not contain yellow 5

