

2 minutes application break

# Energy drinks

## Facts

**Origin** Austria

**Dates back** 1987

**Ingredients** Caffeine, taurine, and various vitamins and minerals

Consumed for the purpose of increasing energy and alertness.

## MixSing Vortex



### Design

Shear	CFD simulations confirms $>200,000 \text{ s}^{-1}$
Design	According to European legislation and CE marked
Hygiene	Complying with EHEDG guidelines
Viscosity	Up to 1,000 cP
Accessories	Table
Materials	Stainless steel: AISI 316L. All materials: EC 1935

## Insight

Energy drinks are beverages that are designed to boost energy and mental alertness. They typically contain caffeine, taurine, various vitamins and minerals, and other ingredients that are thought to have energizing properties. Energy drinks have become increasingly popular in recent years and are now widely available in many countries worldwide.

The history of energy drinks can be traced back to the early 20th century when a type of energy drink called "brain tonic" was marketed in the United States. These early energy drinks were primarily sold to workers and were designed to increase productivity

and reduce fatigue.

The first widely distributed and popular energy drink was Red Bull, launched in Austria in 1987 by Dietrich Mateschitz. After noticing the popularity of a similar drink called Krating Daeng in Thailand, he created the drink. He partnered with Chaleo Yoovidhya, the creator of Krating Daeng, and they developed the formula and branding of Red Bull. It was initially marketed as a "stimulant" and aimed to improve physical endurance and mental concentration.

Since the launch of Red Bull, energy

drinks have become increasingly popular worldwide. Many other energy drink brands, such as Monster, Rockstar, and 5 Hour Energy, have been introduced. These drinks typically contain high levels of caffeine, taurine, and various vitamins and minerals, as well as other ingredients such as guarana and ginseng, which are thought to have energizing properties.

The high levels of caffeine and other stimulants in energy drinks can cause negative effects. Additionally, consuming too many energy drinks can lead to dehydration and other health problems.