

A NEW BUZZ IN SOUTH AFRICA - BLITZbee LAUNCHES NATURAL POWER DRINKS FOR BODY & MIND

Cape Town, South Africa – South Africa's health-conscious consumers and leading retailers can look forward to a game-changing new entrant in the functional beverage market: BLITZbee. Founded in Europe by Klaudia Saferna and Thomas Hansla, BLITZbee has set out to redefine what an energy and wellness drink can be—natural, refreshing, and effective, without artificial additives or harsh crashes.

FROM EUROPE TO SOUTH AFRICA: A CLEAR MISSION

From the very beginning, BLITZbee pursued a vision: to develop drinks that support both body and mind, while staying true to natural origins. Now, with the brand's expansion into Southern Africa, that mission is becoming a reality for a whole new audience. "South Africa is one of the fastest-growing markets for healthy and functional drinks," says BLITZBee. "Consumers here value wellness, sports, and lifestyle balance. BLITZbee delivers all of that—with uncompromising quality and refreshing taste."

THE FIRST LAUNCH: TWO FUNCTIONAL VARIANTS FOR EVERYDAY STRENGTH

BLITZbee will debut in South Africa with two signature products, both made under strict European food guidelines with 100% natural ingredients:

BLITZbee POWER

A natural lemonade powered by caffeine from organic coffee beans—gentler on the body than synthetic caffeine. This variant improves concentration, stamina, and performance throughout the day, offering a steady energy release with no sudden crashes. A refreshing blend of honey, citrus fruits, and pure spring water makes it as delicious as it is effective.

BLITZbee COLLAGEN

A wellness drink created to support women from the inside out. Infused with premium collagen from grass-fed cattle, combined with honey, citrus fruits, and pure spring water, it promotes skin elasticity, natural regeneration, and inner balance. Perfect for modern women who want both performance and radiance.

NATURAL INGREDIENTS, EUROPEAN QUALITY

Each BLITZbee drink is made with:

- Honey from European beekeepers
- Spanish lemons & Brazilian limes
- Natural caffeine from organic coffee beans (in BLITZbee Power)
- Premium collagen from grass-fed cattle (in BLITZbee Collagen)
- Pure spring water
- The result: functional drinks that taste as good as they feel—supporting energy, focus, regeneration, and vitality.

LOOKING AHEAD: MORE INNOVATIONS ON THE WAY

Beyond the launch of BLITZbee Power and BLITZbee Collagen, the brand has ambitious plans for the South African market. Future product lines will include: A children's range of natural wellness drinks + Functional variants such as **Ashwagandha, Protein, and Antistress.**

www.blitzbee.co.za

