

# Gelaburst Introduces New Product Flavor To Support Breast Cancer Awareness

Indianapolis-based Company Revamps Product Line-Up and Launches 6-Packs



**Indianapolis, Sep 11, 2020 ([IssueWire.com](http://IssueWire.com))** - Gelaburst, the leading alcohol-infused gelatin shot manufacturer in Indiana, introduces its latest addition – Think Pink, a strawberry lemonade flavor in support of breast cancer awareness. Developed in honor of founder Bill Cuthbert’s former wife who lost her courageous battle with breast cancer, the new flavor complements the existing product line-up including Tropical Fruit Punch and Celebrate Blue, a blue raspberry flavor.

Gelaburst gelatin shots are alcohol-infused from neutral cane spirits, making them non-GMO and gluten-free. Developed with customer convenience in mind, each single-serve 50 ml shot comes in an easy-to-squeeze cup which is imperviously sealed to preserve the contents. The company has also revamped its product line-up and package offerings to meet customer demands.

The company now offers its flavored gelatin shots in 6-packs. In addition, the company has added a 3-flavor variety pack including 2-Tropical Fruit Punch, 2-Celebrate Blue and 2- Think Pink. Gelaburst products will be available for purchase at major retailers and local neighborhood liquor stores throughout Indiana. The products are being distributed through Vino Indiana.

“The Think Pink flavor not only provides a new, fun flavor for customers but also offers a reminder of the

importance of breast cancer awareness for us all,” commented company President Bill Cuthbert. “Both my wife, Michelle and I, are excited to bring this commemorative new flavor to the market in honor of my former wife, Chris, who braved the fight against breast cancer.”

To learn more about Gelaburst products, please visit [www.gelaburst.com](http://www.gelaburst.com).

## About Us

Gelaburst is an alcoholic beverage brand that provides fun loving adults with alcohol-infused, flavorful gelatin shot products to take anywhere, anytime. Founded in 2018 by Bill and Michelle Cuthbert, Gelaburst was inspired by Bill’s former wife, Chris, known as the “Cocktail Lady” who lost her courageous battle with breast cancer. It was her vision that guided Bill and Michelle to bring the Gelaburst brand alive. Gelabrate with those you love! Visit our website to learn more at [www.Gelaburst.com](http://www.Gelaburst.com).



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