

Swedish Love Drink 'Niagara' Gets Name Changed to NEXCITE



Nexcite®

Stockholm, Sweden Mar 31, 2022 ([IssueWire.com](https://www.issuewire.com)) - Today is day one for NEXCITE, the romantic drink from Sweden, designed to replace Nordic Drinks' controversial love drink "Niagara" in the sexy blue bottle. The drink first became popular at Sweden's Ice Hotel's Absolut Ice Bar where they mix half Absolut vodka and Niagara, on ice -- or rather in a glass made of ice called the 'From Russia with Love' arctic martini, a sexy good night drink. Mats Selin of Stockholm, Sweden, who co-owns Niagara, said, "Niagara, now known as NEXCITE, launched live on Good Morning America on July 16th, and has been featured on GMA three times."

However, the drink was not a hot seller in the Land of the Midnight Sun where few Swedes bought the drink until a few bottles of this so-called love drink made their way from Sweden to the Land of Opportunity, better known as Arkansas, where the drink became a world-wide hit among women, it was touted by the press as the Female Viagra, not a blue pill but a blue sparkling drink called 'Niagara'. Pfizer officials, noting that sexually dysfunctional men might also buy such a product, quickly sued the distributor to stop selling the drink which might be confused with Viagra, which could cut into Viagra's

potential sales that could top \$5 billion; last year alone, Pfizer rang up more than \$1 billion in Viagra sales.

"Niagara is not going to replace Viagra, but as an herbal energy drink, it holds the promise of more than just refreshment," says Richard H. Davis, President of Beverage Marketing USA, Inc. "In no way would anyone confuse a soft drink with a prescription drug from your Medical Doctor. Nordic Drinks never compared the drink to Viagra. Despite the media hype and an upcoming movie, it's still just a soft drink."

Pfizer had no comment on the name change in the Swedish Love Drink saga. Davis also noted that it was a smart move to stay neutral and change the drink's name to NEXCITE with no love lost for Pfizer. MTPI and Magic-House are launching NEXCITE, a new brand name for the drink known as Niagara. Its brands include Nice Energy Drinks. For more information, please visit <https://nexcite.webnode.page> or check out the party on YouTube at:

<https://www.youtube.com/watch?v=cKA93kR0dQM>



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