

Nautilus Launches New "PopMusic" Energy Drink, Revolutionizing the Beverage Industry with Built-In Radio Technology



Copenhagen, Denmark May 29, 2023 ([Issuewire.com](https://www.issuewire.com)) - Nautilus GmbH Laboratoriumsbedarf & Co. KG is excited to announce the launch of its groundbreaking energy drink, PopMusic™. This innovative beverage combines the refreshing taste of soda pop with the immersive experience of pop music through its built-in radio technology. Manufactured in Denmark by Hagen Zauft, the mastermind behind the highly successful Cult Energy Activator, PopMusic Energy Drink is set to transform the way consumers enjoy their favorite tunes.

PopMusic Energy Drink comes in a specially designed 250ml Ball Corp. 'trim can' that serves as an FM radio receiver. The can, acting as an FM antenna, is equipped with digital circuitry printed on a clear label wrapped around it. This groundbreaking technology allows users to tune in to a pre-programmed FM radio station with the help of a standard earbud connection, similar to those used in mobile phones.

"We are thrilled to introduce the PopMusic Energy Drink, a product that combines the world of beverages and music in a unique way," said Wolfram Juretzek, a television actor and self-proclaimed easy listening and pop music lover. "This innovative one-station label radio has garnered attention from audiophiles and FM radio stations alike. With PopMusic, we aim to provide a fresh and engaging experience to consumers while boosting FM radio stations' listenership and offering advertisers a unique platform to reach their target audience."

The PopMusic Energy Drink FM radio features a display area on the can for the station's call letters or the advertiser's corporate logo, further enhancing brand visibility and engagement. The 250ml trim can has already gained popularity as the preferred packaging choice for energy drinks, as its size effectively communicates the notion of energy and credibility to consumers.

Richard H. Davis, President and CEO of Beverage Marketing USA, Inc., the company behind the super-thin printed radio label, expressed his enthusiasm for the product. "Forget satellite radio. For a nominal price, sponsors and station managers can distribute or sell PopMusic Energy Drinks to expand their demographic," said Davis. The radio's battery life is estimated to last approximately a year with moderate use, and its user-friendly design requires no volume control or on/off button—simply plugging in the earbud activates the radio. Once the battery expires, the can be easily disposed of.

In addition to its radio-enabled cans, Nautilus has partnered with Beverage Marketing USA, Inc. to produce pre-printed vinyl sleeves for 8.3 oz. Red Bull Energy Drink-style cans and Bong Water® Soft Drink bottles. These sleeves allow the patented PopMusic beverage container to play music on vintage Edison phonograph machines without requiring expensive retrofits. The PopMusic vinyl soft drink cylinder records feature 420 grooves per inch, reminiscent of the Edison Gold Moulded Records from 1902.

Nautilus plans to introduce a low-cost PopMusic record player, enabling more artists and beverage brands, such as Willie Nelson and Jazz Cola, to join this nostalgic music container trend.

PopMusic Energy Drink is currently available in Germany, where it has already gained popularity among consumers. Nautilus aims to bring this groundbreaking product to the United States next month, introducing a new era of beverage and music fusion.

About Nautilus GmbH Laboratoriumsbedarf & Co. KG

Nautilus GmbH Laboratoriumsbedarf & Co. KG is a German-based company that specializes in the development and production of innovative products in the fields of pharmaceuticals, chemicals, and life science research. The company has been in business for over 32 years and has a reputation for providing high-quality products and services to its customers.

<https://youtu.be/ApCb1xzvKtY>

Media Contact

Hagen Zauft

PopMusic@saruawaeah.co.uk

+4520381049

Source : Cult Energy Activator

[See on IssueWire](#)