

KELCO Launches "NEMO": The World's First Seaweed-Based Energy Drink



Stanford, California Dec 26, 2024 ([Issuewire.com](https://www.issuewire.com)) - Richard H. Davis, President and CEO of KELCO International Inc., proudly announces the launch of "NEMO," the world's first energy drink crafted from seaweed. This innovative beverage features a unique blend of roasted giant kelp (*Macrocystis pyrifera*) and red seaweed (*Asparagopsis taxiformis*), enhanced with natural flavors and caffeine for a refreshing boost of energy.

NEMO Energy Drink takes its name from Captain Nemo, the iconic protagonist of Jules Verne's classic science fiction novels, including *Twenty Thousand Leagues Under the Sea*. Captain Nemo, as the enigmatic captain of the submarine *Nautilus*, symbolized exploration and sustainability, often utilizing the ocean's resources for survival—including seaweed-based products.

"We drew inspiration from Verne's visionary tales and the historical use of seaweed in culinary and cultural practices," said Davis. "NEMO Energy Drink is a tribute to the ocean's vast potential as a source of nourishment and vitality."

The innovative ingredients include:

- Roasted Giant Kelp: A powerhouse of nutrients and minerals, contributing to a savory umami flavor.
- Red Seaweed: Known for its health-promoting properties and sustainable cultivation.

Davis also highlighted the intriguing historical link between seaweed and Captain Nemo's fictional world, citing the character's use of "nicotine-rich seaweed" for crafting cigars. "It's fascinating to note how seaweed has been historically integrated into global cultures, from the Japanese use of kelp for health benefits to the speculative origins of Nemo's creations," Davis remarked.

KELCO anticipates strong interest in NEMO Energy Drink, particularly in Japan, where seaweed consumption is deeply rooted in the culture. "The Japanese's long-standing affinity for kelp as a health-enhancing food could make NEMO a natural fit in the Land of the Rising Sun," Davis added.

About KELCO International Inc.

KELCO International Inc. is a pioneer in sustainable, ocean-inspired products, committed to delivering innovative and eco-friendly solutions that promote health and wellness.

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Disclaimer: These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

YouTube Link: KELCO Launches "BREWZA" The World's First Seaweed-based Coffee Alternative

https://www.youtube.com/watch?v=k_4mcKwTPz0

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