

Marquis Surges 243% As West Coast Retailers Embrace Family-Owned, Better-for-You Energy Drink Alternative

Strategic Authorizations in Respected West Coast Natural Retailers Fuel Marquis' Growth and Expansion



Los Angeles, California Jun 24, 2025 ([Issuewire.com](https://www.issuewire.com)) - Marquis, a premium energy brand designed for modern, everyday routines rather than extreme lifestyles, is expanding its retail footprint with new authorizations across key markets in Southern California and entering a new region, the Pacific Northwest. The addition of 50+ curated natural specialty stores in 2025, continues to accelerate the brand's momentum, contributing to 74% year-to-date growth.

New placements at notable regional retailers include Bristol Farms and Mother's Market in Southern California, along with Metropolitan Market and Haggen Food and Pharmacy further north. This growth builds on Marquis' strong performance within the Good Food Holdings, LLC retail chain parent company, where it ranked as the No. 2 energy drink at Lazy Acres in 2024 and continues to gain traction at New Leaf Community Markets. It also expands the brand's footprint within Albertsons Companies, adding to an existing presence at Andronico's.

Since entering the Pacific Northwest earlier this year, Marquis has already seen rapid sell-through and strong shopper response, marking an impressive debut for a new brand in a new market. The company reports 243% year-to-date growth in its top regional markets, driven by a combination of grocery retail expansion and growing notoriety in Silicon Valley's health-focused tech campuses. Designed to meet the needs of today's wellness-minded consumer, Marquis fits seamlessly into every part of the day: from fueling the office achiever through back-to-back meetings to supporting the lifestyle athlete's post-yoga

recharge to elevating the social sipper's cocktail hour.

"Marquis is not another energy drink. People are moving away from sugar-loaded, over-caffeinated options and looking for something smarter. With clean ingredients, moderate caffeine, and real function, Marquis meets that demand not just in traditional retail, but in forward-thinking spaces like tech campuses and wellness-driven workplaces. These new partnerships show just how ready the market is," said [Christopher Lai](#), Co-Founder and CEO of Marquis.

This readiness is already showing up on the shelves. Retail partners are embracing Marquis as a modern alternative for health-conscious shoppers who are seeking not only functional and sustainable energy, but also brand transparency, from clearly labeled caffeine content to recognizable, organic ingredients. It is a standout for the mindful hustler, who reads the label, expects it to hold up, and chooses a label that aligns with their values.

"Our guests pay attention. They are flipping cans over, scanning ingredients, and expecting more from what they drink. Marquis does not just meet that expectation, it stands out on the shelf. Between the clean label, zero sugar, and balanced caffeine, it checks every box. We are proud to help introduce it to the Pacific Northwest," said Almir Adjemovic, Category Manager, Metropolitan Market.

In Southern California, that same sentiment is echoed by long-standing regional players who have seen the brand's evolution firsthand.

"We are always looking for brands that evolve with the market and bring something new to the table, diversifying what we offer. Marquis' refined approach to clean energy and elevated flavor reflects the kind of brand evolution we like to see. It's clear they've made meaningful improvements, and we're excited to welcome them back onto our shelves," said Cory Del Nigro, Category Manager, Bristol Farms.

Marquis is a California-based, family-owned brand offering sparkling, fruit-forward beverages powered by a proprietary organic caffeine blend of yerba mate, green coffee, and green tea. Made in the U.S., its six globally inspired flavor profiles are rooted in nostalgia from the childhoods of founders Christopher Lai, CEO, and Danny Huang, President. Each can is certified USDA Organic, Non-GMO, Gluten-Free, and Vegan, and is formulated to support sustainable and balanced energy with zero sugar, calories, or net carbs. Now available in more than 700 doors across the West Coast priced accessibly at the average everyday price \$2.99 and offered nationwide through Amazon, at \$35.99 per case. Marquis is not just expanding access, it's bridging the gap between energy and wellness. Crafting a drink with balance, versatility and intention, the brand is spreading good energy and building a healthier future, one shelf, one sip, one region at a time.

Learn more about Marquis at <https://drinkmarquis.com/>

Marquis is a family-owned, premium energy brand designed for modern, everyday routines rather than extreme lifestyles. Founded in Los Angeles, California by brothers-in-law Christopher Lai and Danny Huang, the brand was born from a simple insight: not everyone needs 300 mg of caffeine to power their day, and the world didn't need another energy drink, it needed a better one. Marquis offers a balanced, versatile beverage, an alternative to almost anything, made with ingredients consumers can trust, crafted for real life, not just workouts. Each can contains 100 mg of organic caffeine from a proprietary blend of yerba mate, green coffee, and green tea, combined with daily B and C vitamins, antioxidants and no sugar, calories or net carbs. Marquis is certified USDA Organic, Non-GMO, Vegan, and Gluten-Free. Featuring bold, fruit-forward flavors with globally sourced ingredients and made in the USA,

Marquis delivers a clean, refreshing taste in every sip. The AAPI brand is a certified Minority Business Enterprise through the National Minority Supplier Development Council (NMSDC) and proudly supports environmental initiatives as a member of 1% for the Planet. Visit <https://drinkmarquis.com/> and learn more [@drinkmarquis](#)

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