

California Date Growers Launch 'BUZZ' Caffeinated Dates



Indio, California Sep 20, 2025 ([IssueWire.com](http://www.issuewire.com)) - The California Date Growers Association (<http://www.californiadategrowers.com>) unveiled a novel product today: BUZZ 'Caffeinated Dates,' an Ajwa date infused with natural caffeine extracts designed to provide a sustained energy boost. The announcement was made at a press conference held at the CDGA headquarters in Indio, California. The CDGA is a non-profit organization dedicated to the promotion of the California date industry.

The innovative product aims to offer consumers a healthier alternative to coffee and energy drinks, promising sustained energy without the jitters often associated with other caffeinated products. BUZZ 'Caffeinated Dates' represent a significant departure for the CDGA, traditionally focused on promoting the consumption of natural dates.

John Gonzales, a representative for the CDGA, stated that the product emerged from internal research focused on maximizing the nutritional value of California-grown dates. "We were exploring various avenues to enhance the natural benefits of dates when we discovered a process to effectively infuse them with caffeine," Gonzales explained. "The result is a delicious and healthy snack that provides a clean, focused energy, perfect for busy professionals, students, and anyone seeking a natural energy boost."

The CDGA claims the caffeine in BUZZ 'Caffeinated Dates' is sourced from green coffee beans and guarana, promoting a more natural and sustained release compared to synthetic caffeine often found in energy drinks. Preliminary testing indicates that each date contains approximately 40mg of caffeine, equivalent to about half a cup of coffee. The dates are positioned as a healthier alternative to processed energy bars and sugary snacks, capitalizing on the growing consumer demand for natural and functional foods. The association is hoping to tap into a new market of consumers seeking a healthier energy alternative.

BUZZ 'Caffeinated Dates' are scheduled to launch in select California grocery stores next month, with plans for a national rollout later this year. The CDGA anticipates that this venture will not only stimulate the state's agricultural economy but also establish California as a frontrunner in the development of innovative and health-conscious food products. Whether or not consumers will adopt the new 'caffeinated date' remains to be seen, but industry experts are watching closely to see if this will become the next big thing in the snack food industry.

Photo Caption:

John Gonzales, a representative of the California Date Growers Association, addressing the media at the press conference in Indio, California. He is holding a package of BUZZ 'Caffeinated Dates'.

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