

## **Swiiyo Debuts Jitter-Free Popping Boba Energy Drink; Pre-Orders Now Live Ahead of 2026 SFA Expo**

Emerging lifestyle beverage brand Swiiyo opens online pre-orders for its low-sugar Popping Boba Energy Drink and zero-sugar Aura Beauty Sparkling water. The brand will officially showcase its clean-energy lineup at the 2026 SFA Expo (Booth #2344).



Beverage" brand, is thrilled to announce that online pre-orders for its highly anticipated product portfolio are officially open. Designed for modern consumers who demand both clean ingredients and premium aesthetics, Swiiyo is bridging the explosive global boba trend with the clean energy movement. The brand is also gearing up for its official industry debut at the 2026 SFA Summer Fancy Food Show (Booth #2344) this June.

Born from the high-pressure environment of New York Fashion Week, Swiiyo recognized that Millennials and Gen Z are experiencing extreme fatigue from legacy energy drinks. These traditional options often rely on heavy caffeine and sugar, leading to anxiety, jitters, and a severe afternoon crash. In response, Swiiyo has developed two category-defining lines:

### **Swiiyo Energy: The Guilt-Free Pop**

This revolutionary RTD (Ready-to-Drink) beverage puts real, barista-grade popping boba inside a canned functional drink. With only 5g of sugar and 25 calories per 10.5 fl oz can, it features a refreshing flat orange base. The formula is powered by Taurine for sustained cognitive focus and Inositol to balance stress and mood—delivering a completely jitter-free energy lift.

### **Swiiyo Aura: Beauty from Within**

Targeting the rapidly growing nutricosmetics sector, Swiiyo Aura is a zero-sugar, zero-calorie beauty sparkling water. Infused with Dual-Action Grape Seed Extract and Vitamin C, it doubles as an antioxidant-rich, refreshing daily skincare ritual.

"Energy should empower you, not give you anxiety," said Mako, Marketing Manager and Designer at Swiiyo. "We created Swiiyo because we believe that shine begins from the inside. By combining the fun, tactile experience of real popping boba with clean ingredients like Inositol, we are transforming daily hydration into a playful, stylish, and completely guilt-free lifestyle experience."

Differentiating itself entirely from the hyper-masculine aesthetics of traditional sports drinks, Swiiyo features sleek, metallic-silver packaging with clean pop colors, perfectly aligning with the "Clean Girl" aesthetic.

Consumers can secure their "Batch Zero" pre-orders now. For more information, wholesale inquiries, or to shop the collections, please visit <https://www.swiiyo.com>.

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