



# Coke, Pepsi, Losing The Energy Drink Wars

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/EINPresswire.com/ March 27, 2013 /EIN News/--The hottest product in the beverage markets is the energy drink, a shot of caffeine increasingly preferred by the young. Coke and Pepsi have been trying unsuccessfully to compete with the market leaders in energy drinks, Red Bull and Monster.

EIN News, a leading media monitoring company, provides in-depth news about the beverage industry via many news sections, including:

-[Energy Drink News](http://beverages.einnews.com/news/energy-shots)--<http://beverages.einnews.com/news/energy-shots>

-[Coca-Cola Company News](http://companies.einnews.com/news/cocacola-news)--<http://companies.einnews.com/news/cocacola-news>

-[PepsiCo Company News](http://companies.einnews.com/news/pepsico-inc)--<http://companies.einnews.com/news/pepsico-inc>

See also:

-[Beverage Industry News](http://beverages.einnews.com/)--<http://beverages.einnews.com/>

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For more information about EIN News:

David Rothstein  
Director of Corporate Development  
EIN News (an IPD Group Service)  
<http://www.einnews.com/contact>  
Tel: 202 657 5157

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