

PURE International Corporation ends a successful year in 2023

PURE International Corporation used 2023 for a proper market analysis. The result ensures satisfaction.

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International Corp. wanted to make its first 3 products consisting of [PURE Energy Drink](#) - with sugar, PURE Energy - [Zero Sugar](#) and the sports drink [PURE BCAA Sports Nutrition](#) available to everyone in 2023. "Our products should celebrate their launch. We did that. Of course, this doesn't happen overnight," said David Schiwietz, president and founder of PURE International Corp.

PURE International Corp. had many conversations with numerous partners and dealers who showed great interest in the brand. "We knew that PURE would generate interest, but we underestimated how great the interest from a wide range of directions actually is."

The company has therefore made changes in all areas to ensure sufficient delivery capacity in 2024. The production capacity was calculated using carefully planned forecasts. The start in the cruise business was also re-evaluated. "After an extremely



PURE Energy Drink - Year 2023



successful test, we were able to achieve great cooperation for the cruise business,” says David Schiwietz happily.

The company plans to announce at the beginning of 2024 what will happen next with its products on the American market. “After a strenuous year, things are now a little quieter for all of us as we approach Christmas and Happy New Year. I would like to thank all customers, partners and friends who made this great start possible for us,” says David Schiwietz

David Schiwietz

PURE International Corporation

+1 786-772-2770

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PURE Energy Drink + PURE Energy Drink - Zero Sugar
+ PURE Sports Nutrition - BCAA

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