

Pickle Juice® Partners with Acosta to Drive Convenience Store Expansion

The strategic partnership enhances Pickle Juice's presence in the C-store channel, increasing availability for a wider range of consumers

MESQUITE, TX, UNITED STATES, February 11, 2025 /EINPresswire.com/ -- [Pickle Juice®](#), the pioneering brand behind the only scientifically proven formula to stop muscle cramps, has partnered with Acosta, a leading sales and marketing agency, to accelerate its growth within the convenience store (C-store) channel. This strategic alliance will bolster Pickle Juice's multi-category presence and expand the brand's position in C-stores nationwide, ensuring that those who rely on fast, effective cramp relief have easier access to its innovative product line.



Acosta, a nearly 100-year-old leader in omnichannel retail growth, specializes in connecting brands, retailers and consumers through cutting-edge analytics and optimized sales strategies. With a proven track record in convenience store distribution, Acosta will help Pickle Juice® secure additional shelf space and reach a broader audience in high-traffic retail environments where immediate hydration and cramp relief are in demand.

“Our partnership with Acosta marks a pivotal moment for Pickle Juice® as we continue to expand our footprint and meet increasing consumer demand,” explained Filip Keuppens, Executive Vice President of The Pickle Juice Company. “Acosta’s industry expertise and deep retail relationships will be instrumental in driving our C-Store growth and ensuring that Pickle Juice® is accessible to consumers on the go.”

Unlike traditional sports drinks, Pickle Juice® contains up to 15 times the electrolytes and is designed to address the neurological causes of muscle cramps. Its proprietary grain and blend of

vinegar trigger sensory receptors to stop cramps at the source within seconds, making it perfect to keep on hand to use in a moment's notice. Available in various sizes, from a 1-gallon extra strength option to a portable 2.5-ounce shot, Pickle Juice® ensures relief is always within reach.

As consumers seek functional beverages that support hydration and muscle recovery, Pickle Juice® has emerged as a category leader with a unique, science-backed formula. By partnering with Acosta, the brand is poised to scale its distribution and introduce its cramp-busting beverage in convenience stores nationwide.

Keuppens concluded, "Whether it's industrial workers, truck drivers or individuals spending long hours on their feet, the convenience store channel is essential for reaching those who need Pickle Juice® the most."

To learn more about Pickle Juice®, visit <https://picklepower.com/> or follow them on Instagram, X and Facebook.

About Pickle Juice®

Pickle Juice® is the only product on the market scientifically proven to stop muscle cramps, prevent dehydration and aid in recovery. Pickle Juice® uses a proprietary grain and blend of vinegar that blocks that nerve signal being sent from brain to muscle, and a blend of vitamins and minerals for immediate muscle recovery. Whether you are missing something from your diet, exhausted from exercise, or dealing with poor circulation, Pickle Juice® can provide a source of relief. For more information, visit <https://picklepower.com/>.

Pickle Juice

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