

Ski Cabin Startup Launches Energy Rocks™: Functional Candy for Focus and Performance

Fun, low sugar, portable candy with caffeine, L-theanine & B12 delivers focus without the crash. Kava Rocks and other functional blends launching Q4 2025.

TAOS SKI VALLEY, NM, UNITED STATES, August 12, 2025 /EINPresswire.com/ -- From a cabin at 10,000 feet above Taos Ski Valley, entrepreneur Carolynne Chandler turned her search for better focus into [Energy Rocks](#) — a low-sugar

popping crystal candy infused with caffeine, L-theanine, and vitamin B12. The result is a portable, fun, and effective way to stay energized without the crash of traditional energy drinks.

Originally inspired by Chandler's own challenges with focus — including living with ADHD — Energy Rocks quickly gained fans among skiers, cyclists, students, creators, and busy professionals. Each compact sachet fits easily into a ski jacket, gym bag, or laptop sleeve, delivering a low sugar, clean boost of focus and performance on the go.

"Most supplements feel like a chore," said Chandler. "I wanted something functional, enjoyable, and easy to take anywhere."

After a year of research, sourcing, and testing, Energy Rocks debuted online and is now expanding into convenience, college, and specialty retail locations in Fall 2025. The brand will also debut new functional popping candy supplements in Q4, including Kava Rocks for relaxation.

Unlike pills or canned energy drinks, Energy Rocks offers a quick-dissolving, great-tasting way to fuel your brain and body — making it an ideal choice for anyone who needs to stay sharp without the jitters.

About Energy Rocks

Energy Rocks, a product of Pure Vitality LLC, is a female-founded [functional candy](#) company redefining supplements with fun, effective, and portable popping crystal formulas. Blending

The advertisement features a purple background with the text "SMART CAFFEINE" in large orange letters, followed by "POPPING CANDY" in white. Below this, it says "POCKET SIZED POWER FOR INSTANT BOOST" and includes a "SHOP NOW" button. Two sachets of Energy Rocks are shown: one labeled "PINEAPPLE MANGO" and another "CHERRY". To the right, a woman is smiling and holding a yellow Energy Rock in her mouth. The bottom of the ad has the text "Get Your Focus ON with Energy Rocks Low Sugar Popping Candy".

proven nootropics like [caffeine and L-theanine](#) with nostalgic candy experiences, Energy Rocks is designed to fuel focus, energy, and daily performance — without pills, jitters, or crashes.

Energy Rocks is available now on Amazon and at www.energyrocks.store.

Media Contact:

Energy Rocks PR Team

Email: info@energyrocks.store

Website: www.energyrocks.store

Carolynne Chandler

Pure Vitality LLC

info@energyrocks.store

This press release can be viewed online at: <https://www.einpresswire.com/article/839253531>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.