

FOR IMMEDIATE RELEASE

USA Brand 'Bloom Nutrition' Launches Natural Energy Drinks at 7-Eleven stores across Australia

Sydney, July 28, 2026 – [Bloom Nutrition](#) is one of the fastest-growing wellness brands in America, they are proud to announce the Australian launch of their viral Sparkling Energy Drinks. With better-for-you ingredients including prebiotics, each flavour is made with zero sugar and natural caffeine to deliver a smooth and clean energy boost without the jittery crash – and only 10 calories per can.

Bloom Sparkling Energy Drinks are a viral, better-for-you energy drink that has taken social media by storm, becoming highly sought after on TikTok and Instagram for their clean ingredient profile, their sparkling fruity flavours and exclusion of aspartame and artificial colours. Each 355ml can contains 113mg of natural caffeine from green coffee beans, B-vitamins, apple cider vinegar and ginseng to provide sustained energy, mental focus, and metabolism support without the jitters typically caused by high sugar.

Bloom's female-founded, flavour-forward energy drinks are now available at 7-Eleven stockists across Australia. With an RRP of \$7.00, the stocked flavours are Strawberry Watermelon, Peach Mango and Raspberry Lemon. With more retailers and flavours to follow, the Australian launch marks a milestone in Bloom's mission to make fun and functional energy accessible to everyone everywhere. With Juicy Orange and the highly anticipated Crisp Apple due to launch in late 2026, Australian consumers won't have to wait long to get their hands on these sought after flavours.

'We started Bloom because we wanted to help people feel their best, so bringing that to Australia is exactly the kind of moment that makes this all worth it,' said Mari Llewellyn, Co-Founder of Bloom Nutrition. 'Our Sparkling Energy Drinks feel like a natural next step - each drink is designed for the active, wellness-forward lifestyles of Australians.'

Building on Bloom's explosive momentum in America, the brand reached the top 5 in the energy drink category in just 18 months. Launching with 7-Eleven builds on Bloom's strong convenience store presence in North America, putting Bloom directly in the hands of consumers who live life on the go.

With a growing international retail presence, unmatched digital influence, and a passionate and loyal community; Bloom is staking its claim as the leading voice in modern, accessible wellness. Australia is one of the world's fastest-growing wellness markets, and Australian consumers are increasingly seeking better-for-you alternatives - the partnership with 7-Eleven provides Bloom with access to millions of Australian convenience shoppers.

Greg LaVecchia, Co-Founder and CEO of Bloom Nutrition says, 'Australia has all the signals we look for, an engaged community, strong demand for better-for-you products, and retail channels that are perfectly suited for Bloom. We're ready to deliver.'

Bloom Sparkling Energy is now available at all 7-Eleven stores across Australia, giving consumers nationwide access to Bloom's better-for-you energy.

For more information, visit [bloomnu.com](#) and follow **@bloomsups** on Instagram and **@bloom** on TikTok.

About Bloom Nutrition

Bloom Nutrition is on a mission to help everyone bloom into their best selves with high-quality health supplements reimagined with flavour and function. After hitting rock bottom mentally and physically, co-founder Mari Llewellyn turned to fitness, losing over 90 pounds and transforming her life with the help of her now-husband, Greg LaVecchia. She was inspired to help others do the same, and with that mindset, Bloom was born. Founded in 2019, Bloom is redefining the health & wellness space with easy-to-use wellness essentials designed to give your body the nutrients it needs to bloom.

Bloom's rapid growth includes successful product expansions, such as Sparkling Energy Drinks, which grew to an 8-figure business in just six months (USA), and Clear Protein, which sold out 3x during viral demand periods (USA). Bloom's community-driven approach and accessible branding have garnered a loyal Gen Z and millennial following across America and international markets.

*For all media inquiries and **product and lifestyle shots** please contact:*

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