FOR IMMEDIATE RELEASE

Bloom Sparkling Energy launches US viral sensation 'Crisp Apple' flavour in Australia

Sydney, November 11, 2026 - Bloom Sparkling Energy Crisp Apple is now available to Australian shoppers through 7-Eleven, following strong consumer demand in the United States with Americans purchasing 15 million cans during the launch. Bloom Sparkling Energy Crisp Apple delivers a bright, crisp apple flavour with a clean, refreshing finish.

Bloom reports that it became the brand's fastest-selling single SKU, generating more than US $1 million in sales in a single launch week and delivering four times the sales productivity of Bloom's previous bestselling flavour. Its 24-pack is the number-one-selling beverage on TikTok Shop by volume, while Crisp Apple now ranks first in sales across Bloom's portfolio.

"We knew Crisp Apple was something special, but even we weren't prepared for the response. It was meant to be a limited edition, then our community made it clear they wanted it to stay. I'm so excited that Australians can now try it, especially as we head into summer." said Mari Llewellyn, Co-Founder of Bloom Nutrition

The Australian launch is being supported by creator Olivia May as part of Bloom's Crisp Apple partnership with 7-Eleven and its formulation and design are specific to the Australian market. With better-for-you ingredients including prebiotics, each flavour of Bloom Sparkling Energy is made with zero sugar and natural caffeine to deliver a smooth and clean energy boost without the crash – and only 10 calories per can.

Bloom Sparkling Energy has reported sales of more than 35 million cans and distribution in over 51,000 stores across the US. With Bloom Sparkling Energy now available at all 7-Eleven stores across Australia, the launch of Crisp Apple gives consumers even more access to Bloom's better-for-you energy – just in time for Christmas.

For more information, visit **bloomnu.com** and follow **@bloomsupps** on Instagram and **@bloom** on TikTok.

About Bloom Nutrition

Bloom is a US wellness and functional nutrition brand co-founded by Mari Llewellyn and Greg LaVecchia. Its range includes nutritional supplements and Bloom Sparkling Energy.

Follow this link for high-resolution images https://app.air.inc/a/bb39a868e/b/b7fad31f-2c0b-4e6e-87ab-489a9864aa99

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