

## **Couche-Tard's Circle K convenience stores launch its Talon Energy and Vixen Energy drinks this month.**

LAVAL, Quebec -- The drinks are a product of a partnership with Fluid Motion Beverage and will debut at the chain's western retail outlets, Planetretail.com reported. Talon Energy targets male consumers between the ages of 18 to 34, while Vixen is the first exclusive brand of energy drink to target women, according to Circle K. Vixen is available in "Foxberry" and Citrus Passion sugar-free flavors.

Both brands are a part of the chains strategy to increased category profits and chain loyalty through the creation of premium brands that are exclusive to the Circle K chain.

[http://www.csnews.com/csn/news/article\\_display.jsp?vnu\\_content\\_id=1003285030](http://www.csnews.com/csn/news/article_display.jsp?vnu_content_id=1003285030)