NEWS | BEVERAGES

Centrum launches Centrum Recharge energy drink mix

This innovative product is designed to enable consumers to replenish essential vitamins and minerals lost during daily activities, offering support for energy, immunity, and hydration

By **Shraddha Warde** | April 23, 2025


HALEON
Centrum
RECHARGE
With 13 Vitamins & Minerals to support
Hydration
ENERGY
Immunity
Orange Flavour

Centrum Recharge_Packshot

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Centrum, a trusted name in comprehensive multivitamin support, announced the expansion of its product portfolio with the launch of Centrum Recharge, a new entrant into the competitive Energy drink mix category. This innovative product is designed to enable consumers to replenish essential vitamins and minerals lost during daily activities, offering support for energy, immunity, and hydration.

While many talk about electrolyte loss but the fact is our body also loses vitamins and minerals every day, which makes us feel tired. Many products help to restore electrolytes, but the need to replenish vitamins & minerals is equally important, and for that, vitamins & minerals like B Vitamins, Vitamin C, Magnesium & Zinc play a very important role. This is where Centrum Recharge comes into play, formulated with 13 essential vitamins and minerals, including B Vitamins, Vitamin C, Magnesium, and Zinc, all crucial for supporting energy levels, supporting immune function, and maintaining hydration. Centrum Recharge has 2x more Vitamins & Minerals than leading multivitamin energy drink beverage additives and mixers in the market, and contains no added sugars, making it a nutritious choice for consumers.

The product is packed in individual sachets, perfect for on-the-go consumption. Sharing insights on the new launch, Atish Negi, Category Lead – Vitamin & Mineral Supplements, Haleon ISC, said, “We are excited to add Centrum Recharge to our Centrum India portfolio. We believe Centrum Recharge addresses a significant need for a nutritious solution for energy and hydration, which aligns with the active lifestyles of today’s consumers. Centrum Recharge is not just an energy drink mix; it's a comprehensive wellness solution when taken along with a daily diet, providing essential nutrients to support energy, immunity, and hydration, without any added sugars, which are generally present in many competing products. It has been carefully crafted keeping in mind the micronutrient needs of different sets of consumers. It is available in

2 variants - for kids and adults.”

Read online: https://nuffoodsspectrum.in/news/15/22286/centrum-launches-centrum-recharge-energy-drink-mix.html
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