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The Culinary Scoop

by Cuisine Noir Magazine

Sharing Delicious News One Scoop at a Time

Discovers FRS Healthy Energy™

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New York is the city that never sleeps. And now thanks to Nick Cannon, New Yorkers will have some extra stamina to help fuel their busy lifestyles. The FRS Company, a leader in natural performance beverages and energy chews will feature Cannon in their Big Apple campaign. Cannon will promote the debut of all-natural Healthy Protein™ and Healthy Energy® beverages as the sleek, recyclable and re-sealable bottles hit store shelves this month. The patented FRS® formula features the powerful all-natural antioxidant Quercetin, found naturally in fruits and vegetables, with green tea catechins and seven essential

vitamins that serve as a natural energy-booster. So whether you're trading on Wall Street or commuting through Penn Station, an FRS® bottle will keep you fueled throughout the day without the crash many New Yorkers experience with energy drinks and shots that rely on caffeine or sugar.

Cited by People Magazine as one of the 'Top Ten most successful young people in Hollywood' and featured on the Cover of Black Enterprises' 40 Under 40, Nick Cannon is a multi-faceted entertainer: film star, comedian, musician, writer and executive producer, host of NBC's *America's Got Talent* and the #1 NY radio morning show on CBS Radio's 92.3 NOW FM.

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The NYC-targeted campaign will begin in mid August and include visible signage throughout key NYC landmarks and shops. In addition to radio and appearances by Cannon, consumers that come across the FRS marketing materials present throughout the city, on billboards, kiosks and in-stores, can use their Smartphones to scan the QR codes to obtain a 10-day free Performance Pack trial kit and directions to a nearby grocer carrying FRS®.