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Sprecher Brewing Acquires Juvee, Adding Energy Category to its Roster of Craft Beverages

Juvee Co-Founder, Sam Keene, to become Sprecher Chief Marketing Officer

GLENDALE, Wis. – Sprecher Brewing Company CEO Sharad Chadha announced today its expansion into the energy drink category with the purchase of Juvee from global gaming and lifestyle brand, 100 Thieves.

Short for rejuvenation, the brand was launched in 2022 by 100 Thieves CEO Matthew “Nadeshot” Haag and co-founder Sam Keene, after being expertly formulated to boost energy, elevate mood, increase focus and improve overall well-being.

Over the past year, Juvee has grown revenues by 400%, driven mostly by the dedicated community they’ve built online.

According to Chadha, “This is another exciting step for our company, which started in 1985 as a craft-brewery, expanded into an award-winning soda producer, and since 2020, has added five other soda brands and an all-natural category.

“It continues our company’s aggressive growth strategy. The energy drink category is hugely popular, and when we connected with Juvee’s co-founders, it quickly became apparent that this was the perfect brand for us to enter into this competitive space.”

Juvee’s current employees will also become part of the Sprecher team. Co-founder, Sam Keene, will assume the position of chief marketing officer for the entire family of Sprecher beverages including all of its craft beers and craft sodas, Green River soda, Black Bear soda, Caruso soda, Olde Brooklyn soda, WBC soda, Juvee, and the Ooh La Lemin Lemonade brand, which Sprecher acquired in October 2023.

Keene says, “We’ve experienced incredible growth since Juvee’s launch and this acquisition will help the brand reach more of our passionate consumers, while also introducing them to the full family of Sprecher beverages. I’m thrilled for Juvee to find a new home at Sprecher and ready to bring the same energy to the company’s marketing team.”

John Robinson, 100 Thieves president and COO said, "Juvee had an incredible first year as a part of 100 Thieves and we're excited that they've found a new home and partner in Sprecher that will enable them to reach new heights."

As part of the acquisition, Juvee's production, bottling, warehousing will be moved to Sprecher's headquarters in Greater Milwaukee.

Since 2020, Sprecher's craft sodas have exploded in popularity and have increased 300% in sales and expanded distribution nationally. The award-winning sodas are currently available in over 25,000 stores in 49 states.

Sprecher's sodas are made with superior, locally sourced ingredients, including pure raw honey, that is uniquely fire-brewed in small batch kettles to deliver its "Best in Class" bold flavor.

This fire-brewing process, which is common for beers but almost unheard of for sodas, caramelizes the sugars inside the fire-brewed kettle, combining and releasing the high-quality ingredients that ultimately create its superior taste experience.

Nationally, Sprecher's Root Beer was recognized by the *New York Times* as the "No.1 Root Beer" citing it as "A wonderfully balanced and complex brew."

In 2022, *Tasting Table*, a trendy cultural blog also rated Sprecher Root Beer number one; *Uproxxx*, a national culture digital magazine named Sprecher's Cherry Cola number one; and *Sporked*, the internet's source for the best food rankings, ranked Sprecher's Ginger Ale number two. Sprecher also recently won eight awards including a double gold, gold and six silver medals from the 2023 Tasting Alliance Beer Competition. All impressive honors.

For more information visit <https://sprecherbrewery.com/>.