

Muttenz, 3.4.2014

**Pressemitteilung – Press release – Communiqué de presse**

## **Spring feelings: spring-break is totally ok**

**The new ok.- energy drink spring-break is now available for three months at k kiosk, avec. and P&B. Elderberry-lemon flavour, this is how an ok.- spring tastes.**

As of Monday, the new ok.- energy drink spring-break will be available in the Valora outlets. The turquoise-coloured can and the harmonious flavour go excellently with the fresh and invigorating spring period. The new taste supplements the portfolio of the popular ok.- energy drink. The classic version in the black-coloured can is still the most popular product, whereas currently five fruit varieties are supplementing the portfolio. Seasonal versions, such as the ok.- energy drink spring-break provide some surprise in the daily routine.

### **spring-break in the city: travel is totally ok**

Where is Reykjavik located and where are the trendy bars in Tel Aviv or Budapest? Visit ok.- on Facebook and win a city trip to the coolest metropolises.

You can find more information at:

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### **Facts and Figures Valora**

[Valora](http://www.valora.com) operates on a Europe-wide scale and is an independent trading company in the consumer goods markets. Valora is active on the European consumer markets with the three divisions of Valora Retail, Valora Services and Valora Trade. Counting to Valora Retail in the markets of Switzerland, Germany, Luxembourg and Austria are more than 3,000 kiosks, convenience outlets and gastronomy businesses. [ok.-](#) is a brand of Valora, it unites good product quality with inexpensive prices and a puristic-modern design – good and inexpensive is totally ok!