



**CALIDRIS 28**

## **PRESS RELEASE**

### **Stars United**

## **Thanks to 28 Black Basketball Superstar Dennis Schroder Starts 2023 Full of Energy**

**Luxemburg/Berlin, 30th January 2023.** Dennis Schroder, the veteran guard of the LA Lakers, is always good for a game-changing surprise. With strong nerves, a high level of accuracy and an energetic overall performance, he and his team is well on the way to achieve a turnaround on the road to the NBA Finals. The energy boost for the high-scoring results of recent games comes from his new energy drink sponsor 28 BLACK with whom a signed 3-year contract. Just as exciting as the Lakers' path towards the playoffs is 28 BLACK's variety of flavors. An entire team of fruity-fresh flavors has formed around the all-time favorite, the Açai variety.

Living the American Dream - From underdog to Pole Position

Schroder has landed a new scoring commitment with energy brand 28 BLACK. As everybody knows that Schroeder was born and raised in Germany. He grew up in a rather socially deprived part of Braunschweig. At the age of 12, the German native with Gambian roots began to play basketball, was discovered by chance and made the transition from a rebel to a dunking star. His talent and commitment to the sport raised attention in the US as well. Schroder was a first round pick in the NBA Draft in 2013. Despite his huge success, the NBA star has never forgotten where he comes from and is involved in charitable, sporting and entrepreneurial activities.

With the start of the season, the two strong lifestyle brands "Dennis Schroder" and 28 BLACK have entered an alliance, from which both sides plan on benefitting over the next three years.

"We are insanely proud to welcome Dennis in our Brand Ambassador Team for 28 BLACK. His lifestyle is an ideal fit for us. Professional sports is one of our core segments, especially in the US. That's why it was a no-brainer for us to look for a partner with the same aspirations. Dennis is a basketball star and our brand is a



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star in energy drinks, straight from Europe, because that's where the good stuff comes from," explains Julia Ronzheimer-Gerstl, Managing Director of 28 BLACK with a wink.

Dennis Schroder is Germany's current number one export when it comes to basketball. As the leader of the German national team, Dennis - with a streak of blond hair as his trademark - is a superstar. The likeable athlete has a loyal international fan base with 2.2 million followers on Instagram. And he takes his role model function seriously. His attachment to his home and his roots reflects in various projects. With his "Dennis Schröder Basketball Academy" he gives young talents from the Braunschweig region the opportunity for promotion. And he is also committed to social, regional and sustainable projects in The Republic of Gambia.

But where does the father of three get all the energy for professional sports, everyday obligations and his social commitment from? 28 BLACK could have the answer to that. „Especially during the season, the days are extra-long and I always want to give the most important things in my life, my family and sports, my full attention. That's when I can really use some extra energy kicks. And this is why I'm happy about the support of 28 BLACK. The brand and I share the same values - diversity, high-quality energy and taste," Dennis himself sums it up.

Gummy bears are a no-no - at least when it comes to the original 28 BLACK Açai. Explosively fresh and fruity flavors come in a BLACK guise. The new double edition is called "BLACK & White". The can in the white look is the sugar-free alternative for the figure and health conscious, which comes very close to the original in terms of taste. Without the addition of taurine, 28 BLACK provides energy and focus. And it does it so well that you'll feel like it adds an extra 4 hours to the day. Well Dennis, we think we've uncovered your secret of success.

### **About 28 BLACK**

28 BLACK is distributed in Germany by CALIDRIS 28 Deutschland GmbH. CALIDRIS 28 Deutschland GmbH is part of the Splendid Drinks AG group of companies ([www.splendid-drinks.com](http://www.splendid-drinks.com)).

28 BLACK, the energy drink, comes without taurine and preservatives and is vegan, gluten-free and lactose-free. The product range includes varieties for every taste - from classic to fruity-fresh to sour-tingling or calorie- and sugar-free. 28 BLACK is not only convincing in terms of



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taste, but also visually - the stylish cans were awarded the German Design Award in the category "Excellent Communications Design Packaging" for their distinctive design.

For more information, please click: [www.28black.com](http://www.28black.com), [f](#) & [i](#) @28black.

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