

# Switch launches a new flavour for the festive season

Issued by [Switch Energy Drink](#)

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Started in 2014, The Alternative Power Beverage Company was established in 2014 with the aim of producing energy drinks and sodas to satisfy the unique demands of a varied market. The company has cultivated a distinctive product range that is uncompromising on quality ingredients, unbeatable flavour and undeniable style



The festivities have come early this year with Switch Holiday, our never-before-seen festive edition! In keeping with the holiday spirit, Switch Holiday embodies a delightful strawberry pancake flavour, with a cheerful hint of cinnamon.

Get jovial this festive season with the energy kick Switch drinkers have come to know and love, all packaged in a merry design to spread that holiday cheer. Celebrate the holidays this year with a funky, fruity, spicy energy drink that is deliciously joyful.

The magic of the festive season is strong with this one!

Make this a December to remember with Switch Holiday - the perfect energy gift from us to our customers this festive season.



100% Santa-approved!

- " Switch Energy Drink partners with Biogen South Africa for the launch of G-Force limited edition 12 Dec 2023
- " Switch Energy Drink unveils new limited-edition flavour in celebration of Heritage Day 13 Sep 2023
- " Switch Energy unveils new Marula & Litchi flavour in commemorative Springbok can design 5 Sep 2023
- " Switch Energy Drink introduces 3 exciting new flavours 25 Aug 2023
- " Switch Energy Drink expands Vitamin C range 12 Jul 2023



[Switch Energy Drink](#)

#SwitchEnergy contains essential vitamins and provides a boost of energy with a crisp refreshing taste.

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