

Merica Energy BLUE VALOR Flavor Drops in Time for Summer

written by Mike Roberto | March 5, 2022

A lot of trends in the supplement industry are being driven by the growing consumer realization that supplements *aren't just for getting jacked*. Smart supplementation is key for people who want to achieve great things –

And for red-blooded Americans with the classic American *can-do* attitude, there's no duo of companies better positioned to help them make this country great than *'Merica Labz* and their offshoot energy drink brand, *'Merica Energy*.



Merica Energy launched the new *Blue Valor* (Blueberry Lemonade) flavor at the 2022 Arnold Sports Festival

As most energy drink fans know, the *Red, White, & Boom Energy Drink* was formulated to help you turn your life a notch or ten, helping you to hurl yourself into the all-American high-octane grindset lifestyle. Today, it's time to drop the latest flavor:

Merica Energy *Blue Valor* (blueberry lemonade) is now out!

Blue Valor, a *blueberry lemonade* flavor that's *perfect* for hot summer barbecues and long truck rides, has officially launched at the 2022 Arnold Sports Festival. This flavor is an ode to all of the first responders who have put their lives on the line each and every day of their careers.

We first tasted it in our cigar and energy drink fueled guest appearance on Doug Miller and Patrick Mabe's podcast, *The Boss Status (episode 8)*, and it's fantastic.

We've written about *Red White & Boom Energy* before, but today we're going to

revisit it and expand a little bit on the ingredients. First, be sure to watch our most epic tasting videos below, and then let's dig in:

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Watch us taste it on *The Boss Status*:

We crack some final production sample bottles of Blue Valor pretty early in this incredible Boss Status episode:

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Long story short? This flavor is a *winner*. Put it right up there with Patriot's Punch and Alpine Pew Pew... but Team PricePLOW lately *has* admittedly been very partial to *Victory* (cream soda) lately!

Merica Energy Ingredients

In a single 16 fl-oz. can of *Red White & Boom* from Merica Labz, you get the following paired with **200 milligrams of caffeine**:

- **Acetyl L-Carnitine – 250 mg**

Nutrition Facts

Serving size 16 fl. oz. (473ml)

Amount Per Serving

Calories 10

	% Daily Value*
Total Fat 0g	0%
Sodium 50mg	2%
Total Carbohydrate 3g	1%
Total Sugars 0g	0%
Erythritol 3g	
Protein 0g	0%
Potassium 75mg	2%
Niacin 20mg	130%
Vitamin B6 2mg	120%
Vitamin B12 6mcg	250%
Pantothenic acid 10mg	200%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, added sugars, vitamin D, calcium, or iron.

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: Carbonated Water, Erythritol, Citric Acid, Natural Flavor, N-Acetyl-L-Carnitine, Choline Bitartrate, Sodium Citrate, Caffeine, Sucralose, Potassium Sorbate (preservative), Potassium Benzoate (preservative), Acesulfame Potassium, Guarana Seed Extract, Niacinamide (Vitamin B-3), D-Calcium Pantothenate (Vitamin B-5), Pyridoxine Hydrochloride (Vitamin B-6), Cyanocobalamin (Vitamin B-12).



'MERICA ENERGY AND FOCUS BLEND:

Acetyl-L-Carnitine 250 mg
Choline Bitartrate 250 mg
Caffeine Anhydrous 190 mg
Guarana Extract 50 mg

**CAFFEINE FROM ALL SOURCES:
200 MG PER CAN**

Not recommended for children, pregnant or nursing women and persons sensitive to caffeine.

Also known as *ALCAR*, **Acetyl L-Carnitine** is a specific form of carnitine that's designed to help boost *focus*, while also performing the primary function of L-carnitine, which is to transport fatty acids into mitochondria (where they're burned for energy).[1] This generally increases the overall availability of energy to your cells.

ALCAR's unique focus-boosting properties come from its ability to cross the *blood-brain-barrier*,[1-4] and from the fact that it's bound to an *acetyl* group, which can be used to synthesize neurotransmitters like acetylcholine.

Because of its effect on neurotransmitter systems, ALCAR has the ability to improve cognition,[5,6] upregulate neurotransmitter production,[7] and even have neuroprotective and anti-depressant effects.[8]

Another great thing about ALCAR's appearance in this recipe is that it synthesizes with *caffeine*, which is also present, to liberate *free fatty acids* and increase the body's rate of *fat burning*. [9]

In a 2018 meta-analysis of over 30 studies, researchers found that carnitine supplementation at a variety of doses helped improve metabolic functioning in athletes, helping them to perform better overall than athletes who don't take carnitine.[10] Specifically, carnitine seems to have the ability to increase exercise capacity and prolong *endurance*, as well as promote faster and better recovery.[10,11]

• **Choline Bitartrate – 250 mg**

Choline bitartrate is a high-yield type of choline that will increase blood plasma levels of *choline*, including in the brain. This is great because choline is an essential nutrient, meaning that we need it and our bodies cannot make it themselves, so we must obtain it from food or supplements.

Choline performs a lot of functions in the body, but perhaps its most important is in strengthening the integrity of cell membranes.[12]

However, choline is also a precursor to *acetylcholine*,[13] which we often refer to as "the learning neurotransmitter" because of the role it plays in memory consolidation (and hence, learning). Combining choline with ALCAR is a smart strategy for raising acetylcholine levels, which is going to improve cognition and give you the feeling of higher *mental* energy levels.

Choline deficiency is really bad – besides causing cognitive impairment, it can also eventually lead to damaged organs and catabolized muscle tissue, including non-alcoholic fatty liver disease (NAFLD), a disorder that's part of

the metabolic syndrome.[14]

Not getting enough choline can cause cognitive dysfunction and damage to organs and muscle tissue, including non-alcoholic fatty liver disease, a disorder that's associated with diabetes and dyslipidemia.[15]

- **Caffeine – 200 mg**



Much like the previous two ingredients, **caffeine** is famous for its ability to cross the brain-blood barrier. It works to promote alertness and mental energy by blocking the receptors for *adenosine* and *phosphodiesterase* in the brain,[16] which increases global neural activity.[16]

Caffeine is so good for your brain that researchers are finding it to be *neuroprotective* in dopamine-driven neurological disorders, such as Parkinson's and Alzheimer's, so it probably won't come as much of a shock to hear that in healthy people, caffeine has been demonstrated to improve a wide variety of cognitive abilities.[17]

Phosphodiesterase is an enzyme that breaks down *cyclic adenosine monophosphate*, also known as cAMP.[18,19] Because cAMP metabolizes fat and carbs for energy, keeping cAMP levels high will give your body and your brain more energy for the intense tasks you demand of them.[20]

That's great if you're dieting, because caffeine will increase your *metabolic flexibility*, helping you burn more fat for fuel if you're intermittently fasting, or eating at a caloric deficit.[21-23]



As far as dosing is concerned, 200 milligrams is a great choice, because the research literature indicates that caffeine doses between 40 and 300 milligrams are best at improving cognitive function.[24]

You can read the full story in our article titled *'Merica Energy: The All-American Energy Drink Gets a 'Restoration'*.

While it's not as massively loaded as the full-blown *Merica Labz Red, White, & BOOM pre workout*, this is *far* better than your average gas station energy drink. Not even close.

Other flavors available?

Blueberry lemonade not your flavor? Then check out these other incredible Merica Energy flavors:

Another hit: Blue Valor Blueberry Lemonade



We couldn't be happier with the resurgence of *Merica Energy*. This formula is effective, yet affordable and not over-the-top. Sometimes the best formulas are the simplest ones, and that's definitely true in the case of Red White & Boom Energy. These three solid ingredients all synergize very well, and you can't go wrong with the flavor. Not too much blueberry, but not too little either.

We love the patriotic edge that Doug Miller and all of his brands at Crush It Holdings have – the team is not afraid to speak up and support the cause of their local patriots.

The question comes down to which flavor you're going to go for next. Blue Valor is excellent... but so are so many others. Whichever you choose, drink up and enjoy!

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