

# Steve Aoki's ENGN Shred Pre Workout Drops a Neon Blueberry Pop!

written by Mike Roberto | May 8, 2019

Nearly exactly two years after EVLSports released ENGN Shred, the fat-burning focused pre workout supplement that's based off of their original pre workout, ENGN, they made their biggest splash yet:

## A Neon Blueberry flavor collaboration with DJ Steve Aoki!

This is a smokin' strong blueberry flavor of ENGN Shred that is as bright as its flavor is bold – a perfect match for the high-energy musician. The flavor is so strong that it's highly suggested you use more water than the suggested 8oz – think about using 12-14oz instead!

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We told you, it's Neon Blueberry – Steve Aoki's favorite color!

Aoki made a quick announcement on Facebook regarding the news:

## What's the Aoki Bootcamp?



Steve Aoki and EVLSports have partnered up for a pre-workout with as much flavor as it has energy!

In the above video, Steve mentions the *Aoki Bootcamp*, which is a high-intensity workout that requires no major equipment and can be done anywhere.

It's not the first time Aoki's shared his fitness regimen. While the DJ has been posting many workout clips to his Instagram stories and Snap channels, he recently took it to a new level by joining the NEOU App (Live & On Demand Fitness) to bring Aoki Bootcamp to mobile apps. NEOU can be downloaded on Google Play or Apple iTunes.

## **Aoki was already an EVLSports user!**

This isn't just some quick business agreement – EVLSports told us the following:

*"What else is cool is he was already taking our product. We then wanted to do more with him and we worked with him and came up with a flavor! He wanted to do Neon Blueberry to go along side his album Neon Future 3!"*

*– Tayler Faoro, EVLSports*

So now he's bringing EVLSports along with his fitness goals, using his own flavor of ENGN Shred to power through those workouts and pair with his latest album.

## **What is ENGN Shred?**

ENGN Shred is a pre workout supplement designed to provide energy and focus for any kind of physical activity, but it contains a few extra ingredients to help in the goals to burn fat. Two of those ingredients are forskolin (which up-regulates cellular energy) and Capsimax cayenne pepper extract (which increases thermogenesis), and they definitely bring a bit of *pop* that you'll taste along with the blueberry.



On the energy front, it's pretty high – each scoop contains about 250mg caffeine, which is stronger than your average energy drink, and also includes some adrenaline-boosting yohimbe extract, which also helps prevent fat storage and often suppresses appetite.

There are also some added cognitive-enhancing ingredients in choline, L-Tyrosine, Alpha-GPC, and Huperzine A, but we're not sure of the doses since they're behind the muscle-building ingredient betaine in a 2.016g proprietary blend.

But overall, the product definitely feels great, especially for bootcamp-style workouts. You can read more on our *ENGN Shred* blog post.

## A perfect match to reach new customers – from both sides



Given Aoki's trend-setting ways that go *beyond* music, this collaboration with EVLSports makes a ton of sense from both ends. The choice of ENGN Shred is

*perfect* for the bootcamp purpose, and the supplement (and EVLSports themselves) has the perfect amount of bite and trendiness to be able to keep up with the wild, cake-throwing DJ/musician/entrepreneur.

We love supplement collaborations like this that branch outside of the fitness space, and look forward to more in the industry.

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