

BTS Négociation et Digitalisation de la Relation Client

ANGLAIS OBLIGATOIRE

SESSION 2023

KSI Prime energy drink sells within minutes at Newport Asda.

SUPERMARKETS in Newport are being stripped bare, with customers waking up early to get their hands on the new Prime energy drink created by British rapper KSI.

- 5 Asda sold out of Prime Hydration within minutes of opening its doors on Wednesday morning, with teenagers across the country queuing at 5am to get their hands on the drink.



- 10 The *Argus* went down to Asda in Pill to see if we could find any, only to be told it sold out before the morning was out. We were advised to arrive at shop as soon as it opens in the morning if we wanted to be in with a chance of scoring a couple of bottles.

- 15 Asda is the only UK supermarket where the drink is available, along with the Arsenal Emirates Stadium in London. But, with demand so high, sellers have been taking to websites such as eBay and Amazon to sell on bottles.

Rapper KSI, 29, created the drink with his fellow YouTube influencer Logan Paul after their celebrity boxing match in 2019.

- 20 It has proven so popular that Asda introduced a three-bottle limit to each customer. Usually priced at £2, bottles can currently be found on eBay starting at £13.99 - with some as expensive as £10,000.

Meanwhile it is also available on Amazon from £24.99 up to £29.99 for a 500ml bottle - and are selling out fast.

The rapper took to twitter to express his frustration after reports of his drinks being sold on the black market.

- 25 The statement read: "This annoys me so much; we are trying so hard to increase the supply as much as possible to try and combat the black market selling.

"Me and Logan haven't made any money from Prime, it's all going back into the business to increase the supply."