

FOR IMMEDIATE RELEASE

Alert Pop™ Debuts Clean-Caffeine Lollipops with Tooth-Friendly Sweeteners at Sweets & Snacks Expo 2026

May 18–20, 2026 | Las Vegas, NV | Booth [5562]

Las Vegas, NV — May 18, 2026 — Alert Pop™, the clean-caffeine lollipop designed for on-the-go alertness, announced today it will exhibit at the **Sweets & Snacks Expo 2026**, taking place **May 18–20, 2026** in **Las Vegas, Nevada**.

Built for consumers who need focus without the hassle of energy drinks, Alert Pop™ delivers a smooth boost powered by **organic green tea caffeine** — in a format people already love: a lollipop. In addition, Alert Pop™ is sweetened with **tooth-friendly sweeteners (xylitol + erythritol)**, making it a smarter choice for shoppers who care about what they consume. With no can, no chugging, and no mess, Alert Pop™ is ideal for drivers, commuters, students, and anyone pushing through long shifts and late nights — and it's perfectly positioned for front-end, impulse, and on-the-go retail placement.

“At Alert Pop™, we set out to create a better way to stay awake — portable, enjoyable, and effective,” said **Stephen Caldwell, Founder of Alert Pop™**. “And we wanted it to be a smarter sweet, too. Using organic green tea caffeine and tooth-friendly sweeteners helps us deliver energy and flavor without compromising the experience.”

What attendees can expect at the show:

- **Samples of all three flavors: Espresso, Watermelon, and Blue Raspberry**
- A closer look at the formula featuring **organic green tea caffeine** and **xylitol + erythritol**
- Merchandising and placement options designed for **checkout, front-end, and grab-and-go displays**
- Opportunities for **distribution, wholesale, and retail partnerships**

Alert Pop™ is designed as a high-velocity, high-margin impulse item for convenience, grocery, travel centers, and campus stores — a fresh new option for shoppers looking for a clean boost in a sweet they can enjoy anywhere.

Visit Alert Pop™ at Sweets & Snacks Expo 2026

Dates: May 18–20, 2026

Location: Las Vegas, NV

Booth: [5562]

To schedule a meeting during the show or request product samples and wholesale information, contact:

Media & Sales: [Debbie Nigro]

Email: [styalert@alertpop.com]

Phone: [503-333-7700]

Website: [www.alertpop.com]

About Alert Pop™

Alert Pop™ is a caffeinated lollipop made for people who need to stay alert, focused, and in control when fatigue hits. Powered by **organic green tea caffeine** and sweetened with **tooth-friendly sweeteners (xylitol + erythritol)**, Alert Pop™ delivers a clean boost in a portable, mess-free format that fits in your pocket and works anywhere. Available in **Espresso, Watermelon, and Blue Raspberry**.

