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ANTHILL MAGAZINE STARTUP & ENTREPRENEURSHIP

# Chill out, Red Bull: Australian unveils Esc, the anti-energy youth beverage [PODCAST]

By **Jody Murray** - Feb 23, 2011



The youth beverage market is filled to bursting with energy drinks designed to ward off sleep, promote bloodshot eyeballs and make one leg bounce uncontrollably. Young Australian entrepreneur Chad Yesilova had no intention of going there.

Yesilova turned the whole Red Bull/Monster/Rockstar phenomenon on its head with [Esc, the anti-energy drink](#).

In an interview with James Tuckerman, Editor-in-Chief of Australian Anthill Magazine, Yesilova talks about how he and his partner, Joel Fuller concocted and marketed the tropical-flavored, carbonated drink that urges you to "relax, chill, unwind."

Yesilova, 27, also hints cagily at a secret ingredient that required government clearance for inclusion in Esc (some kind of weed extract? He declined to say). Look for Esc in Australian stores in mid- to late April.

[podcast]<http://anthillmagazine.podbean.com/mf/play/e7mbfp/ChadYesilovaESCDrink.mp3>[/podcast]

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