

How Fake Energy Drink Brawndo Came to Life

By Jenna Wortham✉

May 06, 2008 | 4:02:05 PM

Categories: [Events](#), [Meme](#), [Movies](#), [Products](#), [Web/Tech](#)

Picture_3

Ever try Brawndo? It's a standard-fare energy drink, save for one detail: It's not a real product.

Or at least it wasn't, until a graphic designer from Oakland, California, [began producing the beverage](#) as an homage to his favorite film, according to *The New York Times*.

[Brawndo](#) was featured in the 2006 dystopian comedy *Idiocracy*, which imagined the future as a hyperconsumerism-drive society overrun by slack-jawed yokels. In the movie, Brawndo was a highly favored beverage, and the electrolyte-rich drink was marketed as a healthy alternative for watering plants, resulting in a global food shortage.

The film was quietly released by Fox, but director Mike Judge's indie cred (*TheOffice Space* [*thx Ben!*], *Beavis and Butt-head*) garnered the film a cult fan base.

That loyal following included Pete Hottelet, an Oakland-based graphic designer, who started a company, Omni Consumer Products, to bring fictional movie props like Brawndo to life.

Company name rings a vague bell? Hottelet borrowed the name from the fictional megacorporation in *Robocop*.

In addition to Brawndo, Omni has acquired from Paramount the license to market Sex Panther, a made-up cologne from *Anchorman*, the Will Ferrell, Stevel Carrell and Paul Rudd comedy.

Brawndo recently [surfaced at internet culture fest ROFLCon](#) as part of free swag bags handed out to conference attendees.

[via [New York Times](#)]

See also:

- [Pranksters, Fake Products Stir Up Fun at ROFLCon](#)
- [Brawndo Mutilates Your Thirst](#)

Underwire 2.0: Jenna Wortham's [Del.icio.us feeds](#); The Underwire on [Twitter](#) and [Facebook](#).

TEAM

EDITOR: Lewis Wallace | [e-mail](#)
CONTRIBUTOR: Angela Watercutter | [e-mail](#)
CONTRIBUTOR: Jenna Wortham | [e-mail](#)
CONTRIBUTOR: Sonia Zjawinski | [e-mail](#)

MOST RECENT ENTRIES

May 2008						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

[One Man Show Wraps Scarf Around Doctor Who](#)

[Festival Hosts Psyched for Global Chatter](#)

[24/7 Berkeley Webcam Monitors Code Pink Witchcraft](#)

[Rifftrax takes on Star Trek: New Voyages Sans Mike Nelson](#)

[Pangea Day Globe-Cast Celebrates Virtual Culture](#)

[Levi Strauss Scores Viral Gold With Back-Flipping Jeans Clip](#)

[Lost's Fox Fills Keanu Reeves' Helmet in Speed Racer](#)

[Teen Superhero Academies Popping Up All Over](#)

[Stumpy Marvel Hero Squad Rushing to TV, Games](#)

[Adam Sandler Bringing Gong Show Back to TV](#)

CATEGORIES

[Advertising](#) (92)

[Anime](#) (12)

[Architecture](#) (57)

[Art](#) (237)

[Battlestar Galactica](#) (19)

[Blogs](#) (57)

[Books](#) (65)

[Celebrity](#) (189)

[Comedy](#) (44)

[Comics](#) (129)

[Copyright](#) (37)

it's got what plants crave!

Posted by: [alan83](#) | May 6, 2008 6:37:12 PM



Yahoo! Buzz



Stumble



ShareThis