

“We have some really cool, interesting elements to our packaging,” Chin said. “This makes it very specific to gamers and allows them to game uninterrupted over a longer period of time.” These special features include highlights like a resealable tabbed lid and a textured no-slip grip, a coating similar to what you might see on a pro controller. As goofy as it might sound, I’m actually really excited about these little additions. Not because of the gaming angle necessarily, but just from the standpoint of beverage can technology, which was specifically developed by a company called Xolution. I mean, we’re basically living in the future of soda cans, man.

<https://www.forbes.com/sites/mitchwallace/2018/12/05/mountain-dews-new-game-fuel-drink-has-a-seriously-interesting-can/#564868582377>