# Four Loko launches new CAMO flavour in bold marketing push



Four Loko, a brand under Phusion Projects, has officially launched its latest innovation in the flavoured malt beverage (FMB) category: Four Loko CAMO. The new product, designed to capture the spirit of celebrations, is being introduced with a unique marketing effort symbolised by a character named BuckHead—an amalgamation of wildlife and human traits that reflects the bold essence of the flavour.

Samantha Catalina, chief marketing officer of Phusion Projects, articulated the brand's vision, stating, "With Four Loko, we are constantly aiming to be more than just a beverage brand by showing up in the wildest corners of our audience’s typical daily dose of culture." She noted that for over a decade, Four Loko has led the FMB market by embracing "bold innovation, unconventional marketing, and a risk-taking attitude that delivers results year after year." The launch of CAMO is viewed not merely as an introduction of a new flavour, but as a celebration of Four Loko’s legacy in reshaping the beverage industry and connecting deeply with its customer base.

The CAMO flavour pays homage to Four Loko’s longstanding association with camouflage designs, a motif that has adorned its cans since the brand's inception. This new addition to its 2025 product lineup leverages the growing popularity of camouflage within pop culture, thus aligning the brand with current consumer trends.

Packaged in striking 24-ounce cans, Four Loko CAMO boasts an alcohol by volume (ABV) of 13.9% and is now available on retail shelves across the country. This strategic launch not only reinforces the brand's commitment to bold experiential marketing but also aims to harness the cultural resonance of its signature design to attract consumers looking for distinctive beverage experiences.

In conclusion, the introduction of Four Loko CAMO reflects a calculated move to enhance market presence in the FMB sector by combining innovation with cultural relevance. The product is poised to appeal to both existing fans and new consumers who value creativity and excitement in their beverage choices.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.vreelandmkt.com/product/four-loko-loko-black/> - This URL supports the mention of Four Loko's innovative marketing strategies and its use of camouflage designs, although it specifically discusses Four Loko Black, another product in the Camo series.
* <https://fourloko.com> - This official Four Loko website provides information about the brand's products and marketing efforts, aligning with the article's discussion of Four Loko's innovative approach to the FMB market.
* <https://www.noahwire.com> - This URL is mentioned as the source of the article itself, providing the context for the launch of Four Loko CAMO and its marketing strategy.
* <https://www.google.com/search?q=Four+Loko+CAMO+launch> - This search query can lead to various news articles and press releases about the launch of Four Loko CAMO, corroborating the product's introduction and marketing efforts.
* <https://www.phusionprojects.com> - Although not directly available, Phusion Projects' official website would typically provide information about their brands, including Four Loko, supporting the article's claims about the brand's vision and marketing strategies.