

New Zealand energy brand overcoming midday slump with protein

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The infamous midday slump is a common challenge faced by employees across various fields and industries. Whether it's a mental slowdown for desk workers or a fatigue decline for those in physically demanding jobs, everyone can benefit from an energy boost in the middle of the day. Firebird Energy is an innovative protein-powered energy drink that helps professionals stay focused and productive throughout the day.

This midday or "afternoon slump" is a scientifically recognised phenomenon that affects most people, typically between 1 PM and 4 PM, due to the natural circadian rhythm. According to Northwestern Medicine (NM), factors such as inadequate sleep, medical disorders, poor eating habits, and stress can intensify these feelings of sluggishness.

While many individuals turn to a simple cup of coffee or, worse, sugary energy drinks to combat the slump, NM suggests three solutions: moving around, drinking water, and consuming something that is both protein-based and energy-boosting.

Protein plays a vital role in supporting metabolic function and muscle repair and maintaining stable energy levels. This principle inspired Shaun Winstanley, a New Zealand policeman and the founder of Firebird Energy, to combine protein with

caffeine for an instant and sustained source of clean energy.

"After being shot in the line of duty, Iâ??ve learned the importance of getting up and moving whenever possible," Winstanley said. "Of course, it can be challenging to muster the courage to do so, especially when experiencing a slump. That's why we created Firebird Energyâ??s carefully crafted formulas â?? they serve as a lifeline to help you push through resistance, overcome lows, and find the path to success." Firebird Energyâ??s protein coffee offers a health-conscious source of energy that blends real coffee with milk protein concentrate. This formulation includes 20 per cent whey protein for quick absorption and 80 per cent casein protein for a slower, longer-lasting energy release.