



# ANNOUNCING A NEW PARTNERSHIP WITH RED BULL AUSTRALIA'S #1 ENERGY DRINK! <sup>1</sup>

## DID YOU KNOW...

- Beverage category is nearly **4 TIMES LARGER** than on the go food.<sup>2</sup>
- Energy drinks are the **LARGEST CATEGORY** within beverages in Convenience.<sup>3</sup>
- Energy Drinks are a highly impulsive category where **1 IN 2 SHOPPER'S** don't plan a purchase.<sup>4</sup>



Red Bull 250mL  
**IS A TOP SELLING SKU.**<sup>3</sup>



Shoppers want beverages  
that meet their **DIFFERENT  
NEED STATES.**<sup>5</sup>



**2 OF THE TOP 5** beverages  
are Red Bull Energy Drinks.<sup>6</sup>



**1 IN 5** energy  
users buy now for  
**LATER CONSUMPTION.**<sup>7</sup>



**TO REGISTER YOUR INTEREST, SPEAK TO YOUR LOCAL RED BULL REPRESENTATIVE UPON THEIR VISIT TO YOUR STORE OR CONTACT YOUR LOCAL RED BULL OFFICE.**

**NSW**  
(02) 9023 2896

**VIC**  
(03) 9647 7402

**QLD**  
(07) 3308 9508

**WA**  
(08) 9388 9110

**SA**  
(08) 8362 7808

# RED BULL PRODUCT INGREDIENTS.

## THE RECIPE FOR WINGS



## ALPINE SPRING WATER

The water used for Red Bull is fresh Alpine water of "highest quality, which comes from the springs nearby the production sites in Austria and Switzerland.

## SUGAR

**27g per 250ml**

The sugar in Red Bull Energy Drink comes from Sugar Beets, which are widely farmed across the European countryside.

### DID YOU KNOW?

The amount of sugar in Red Bull Energy Drink is comparable to the sugar level in an equivalent amount of apple or orange juice – 11g/100ml?

**7-10g**

**12-18g**

**6-11g**

**10-12g**



## TAURINE

**1000mg per 250ml**

Taurine is an amino acid which naturally occurs in the human body. It is commonly found in foodstuffs like scallops, fish, poultry and most infant formulas.

### DID YOU KNOW?

A 70kg person naturally contains approximately 70 times more taurine than one 250ml can of Red Bull.

= x 70

## CAFFEINE

**80mg per 250ml**

Caffeine helps to improve concentration and increase alertness.

Caffeine is present in natural sources like tea, coffee, cacao beans & cola nuts.

### DID YOU KNOW?

A 250ml Red Bull has 80mg of caffeine which is a similar amount of caffeine to one home brewed cup of coffee.

**90mg**

**71mg**

**63mg**

**40mg**

## B-VITAMINS

Red Bull contains the B-Vitamins niacinamide (B3), pantothenic acid (B5), B6 and B12.

B-Vitamins contribute to normal cell metabolism. The B-Vitamins used in Red Bull are water soluble.



## RED BULL ENERGY DRINK



### Classic Red Bull Energy Drink.

Inspired by functional drinks from the Far East, Dietrich Mateschitz founded Red Bull in the mid 1980's. In 1987, on April 1, Red Bull Energy Drink was sold for the very first time in its home market Austria. Today Red Bull is available in more than 167 countries and around 50 billion cans of Red Bull have been consumed so far.

## RED BULL SUGARFREE



### Red Bull Sugarfree is Red Bull Energy Drink without the sugar.

The sugar in Red Bull Energy Drink is replaced by low-calorie sweeteners, Acesulfame K and Sucralose.

## RED BULL ZERO



### Zero Carbs. Zero Sugar. 100% Wings.

The sugar in Red Bull Energy Drink is replaced by low-calorie sweeteners, Acesulfame K, Sucralose and Aspartame.

Red Bull Zero offers a twist on the classic Red Bull taste.