



GIVE YOUR SUMMER WIIINGS WITH RED BULL SUMMMER EDITION

SUMMER EDITION
YELLOW WAS THE
#1 ENERGY SKU
AT 7-ELEVEN¹

BRAND AND
FLAVOUR ARE THE
TOP PURCHASE
MOTIVATORS FOR
ENERGY DRINKS

UNIQUE FLAVOUR
UNLIKE ANY OTHER
ENERGY SKU IN
THE MARKET

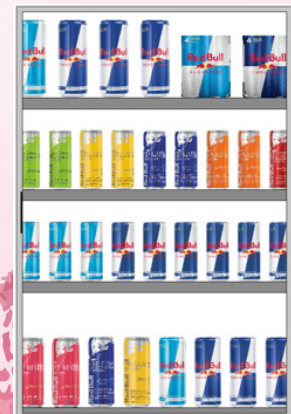


LIMITED
EDITION

DRIVE SALES

WITH RED BULL SUMMMER EDITION

- Red Bull is the #1 brand in the Energy category
- Energy is the #1 Beverage category in the Convenience channel
- Summer Edition Kiwi contributed the most amount of dollars to the energy category^{2*}
- 10 of the top 20 Energy items are from Red Bull



SOURCE: *During the months of April - August 2017

1) 7-Eleven IRI data ending August 31, 2014. Nielsen Market Track, data ending August 23, 2014

2) Nielsen Market Track Data, National All Channel data ending March 4, 2017