



GIVE YOUR SUMMER WINGS WITH RED BULL SUMMER EDITION

STORES THAT
OFFER MULTIPACKS
IN BOTH WARM AND
COLD PLACEMENTS
OUTPERFORM STORES
THAT DO NOT¹

BRAND AND
FLAVOUR ARE THE
TOP PURCHASE
MOTIVATORS FOR
ENERGY DRINKS

UNIQUE FLAVOUR
UNLIKE ANY OTHER
ENERGY SKU IN
THE MARKET



DRIVE SALES WITH RED BULL SUMMER EDITION

- Red Bull is the #1 brand in the Energy category
- Energy is the #1 Beverage category in the Convenience channel
- 6 of the top 10 Energy multipacks are Red Bull
- 39% of Red Bull shoppers report that the availability of multipacks are important for them to purchase²



SOURCE:

- 1) 2012 Red Bull Path 2 Purchase Study. Nielsen Scantrack Convenience US retailer Y, YTD through 9.8.12
- 2) Willard Bishop Convenience Super Study June 2013