

Brand Facts: Energy Drinks



Energize consumers and profit margins



FULL THROTTLE®

Packed with the reliable energy ingredients that energy drink consumers want, Full Throttle® is the energy category's "hardest-working energy drink."

DID YOU KNOW...

- Fifth largest energy brand in brand share¹
- Ranked second in preferred taste²
- Ranked fourth in awareness³

TARGET AUDIENCES

- Primary: blue-collar, hard-working males 25-34, multi-cultural, medium-to-heavy energy drinkers

FEATURES & BENEFITS

- Contains Caffeine, D-Ribose and Niacin (B5 vitamin)
- Flavors: Full Throttle Citrus, Blue Agave, Red Berry



NOS®

Does for the driver what nitrous oxide does for the car – it energizes with human horsepower!

DID YOU KNOW...

- Great taste and energy-enhancing ingredients offer more horsepower than the competition⁴
- Ideal for the high-frequency consumer⁵
- At 32% growth, NOS is growing faster than the category average of 1%

TARGET AUDIENCES

- Primary: Heavy energy drink users, males 18-34
- Extended: Males 18-49

FEATURES & BENEFITS

- Formulated with caffeine, taurine, ginseng and L-carnitine
- 100% of recommended daily value of vitamins B6 and B12
- Four flavors: regular (passion fruit), grape, fruit punch and sugar free
- Available as PowerShots for instant, concentrated boost
- Also available in 22oz resealable bottles for on-the-go consumption

The energy drink category accounts for significant growth in the non-alcoholic beverages category and is expected to keep growing strong⁶

¹Source: Nielsen TTL U.S. AMC June 2009

²Source: CCNA Technical Consumer Research – Energy Drinks Competitive Assessment, September 2008

³Source: B-Cubed: January 09 – March 09 Energy Drink Deep Dive Respondent Base

⁴Source: Comparison against Monster and Amp based on milligrams of caffeine per 8-fluid-ounce serving

⁵Source: Efficacy advantage and packaging designed for high-frequency user. Advantage comparison against Monster and Amp based on milligrams of caffeine per 8-fluid-ounce serving

⁶Source: Industry forecast as stated in Beverage Spectrum Magazine, April 2008, Nielsen all measured channel estimates



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Your potential profits

Average retail
per unit:



Average cost
per unit:



Profit per unit:



Number of units
per year:



Annual profit:

