

# RED BULL COOLERS DRIVE SALES



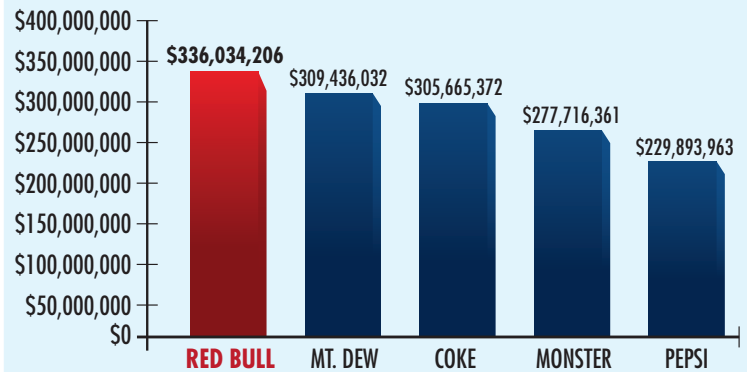
## THE DETAILS

- Secondary coolers stocked with Red Bull will grow market share, keep customers loyal to your store, and improve overall dollar transaction.



## RED BULL IS THE #1 SINGLE-SERVE BEVERAGE

- Offering the #1 single-serve beverage in a secondary cold location will generate incremental category sales.

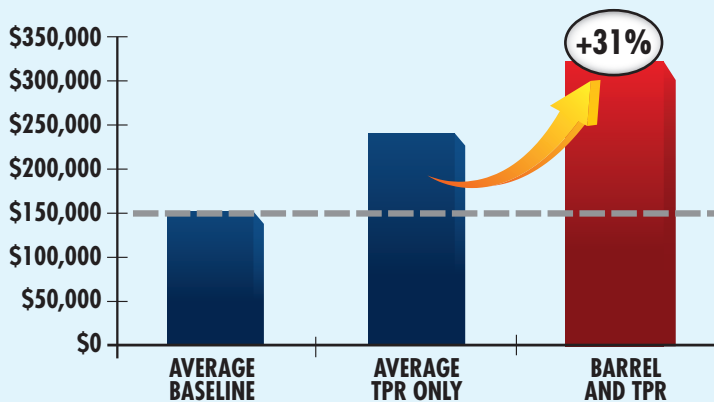


AC Nielsen Scantrack, Convenience Store, 12 week end 4/16/2011

## COLD BARREL CASE STUDY

- In one retailer, stores with a Red Bull barrel placed during a promotion saw 31% more sales than stores with a TPR only.

### MONTHLY \$ SALES

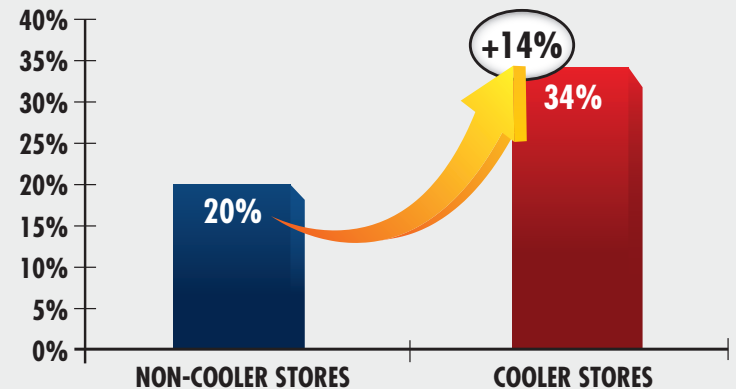


Source: Retailer X Internal Scan Data

## COUNTER-TOP COOLER CASE STUDY

- In a second retailer, when Red Bull counter top coolers were placed, we saw a 14% lift in Red Bull case sales over stores without counter top coolers.

### RED BULL CASE SALES % CHANGE



Source: Retailer Y; RBNA Internal Reporting