

Contact:
Red Bull AT 1-877-673-9444
We'll get you started.

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ENERGIZE YOUR SALES

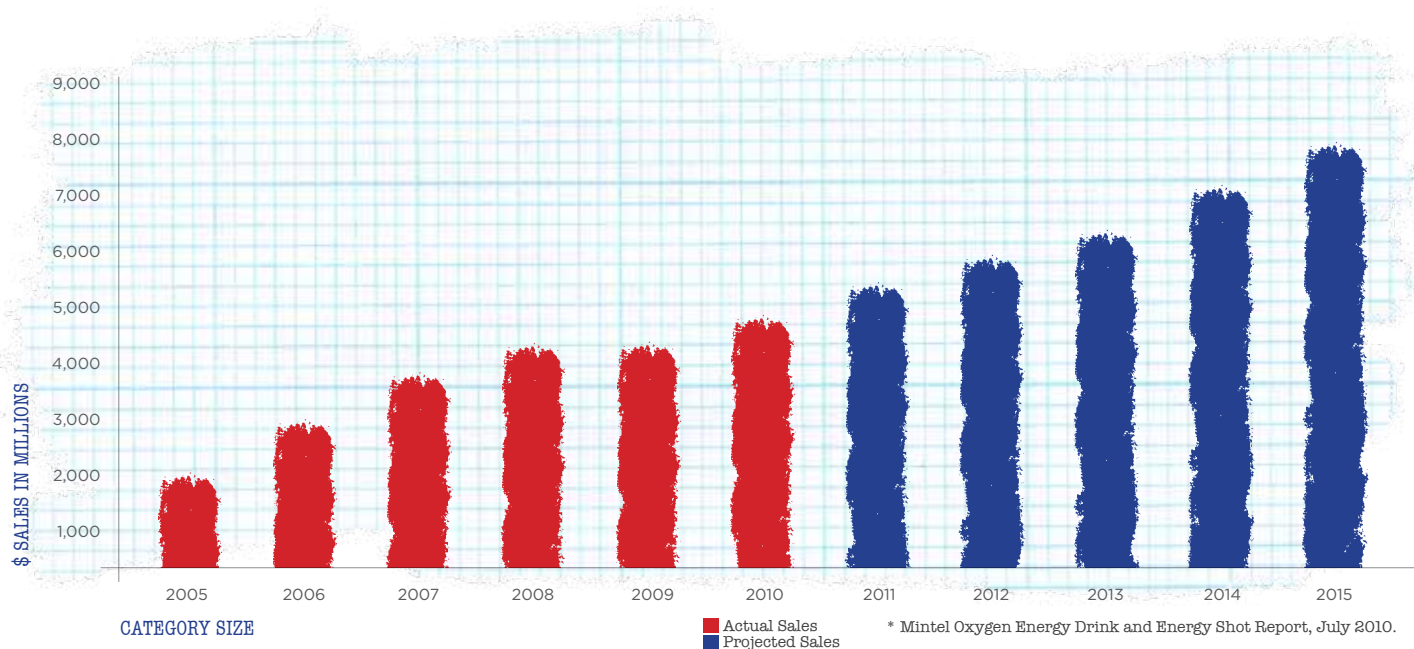
with a Torani Infused Red Bull



SITUATION

Your customers are looking beyond coffee to meet their energy needs.

- Energy drink sales are up 9%, and are projected to almost double in size over the next 5 years*
- Adults 18-34 are the biggest consumers of energy drinks, and they are looking for a refreshing, non-coffee energy pick-me-up change of pace
- These young adults most often visit convenience stores to get energy drinks



SOLUTION

Offer the infused Torani and Red Bull Energy Drink program to drive increased visits and profits.

- It's an innovative drink option that commands a premium menu price
- Offers something truly different to the consumer that they can't get anywhere else
- Appeals to non-coffee drinkers and younger consumers

HOW IT WORKS

Torani and Red Bull Energy Drink Infusions are easy to make and profitable to serve.

- Two innovative ways to serve, over ice or frozen



{ Red Bull Iced Infusion }

- Serving Size 20 oz.
- 6 Pumps (1 1/2 oz.) Torani syrup
- 1 8.4 oz. can of Red Bull Energy Drink
- Ice
- Fill a 20 oz. clear cup three quarters full of ice. Pump in Torani and fill with Red Bull Energy Drink.



{ Red Bull Frozen Infusion }

- Serving Size 24 oz.
- 12 Pumps (3 oz.) Torani syrup
- 1 8.4 oz. can of Red Bull Energy Drink
- Ice
- Fill a 24 oz. cup to top line with ice. Pump in Torani and fill with Red Bull Energy Drink. Empty contents into a blender pitcher and blend until smooth. Pour into original cup and serve.

TOP FLAVORS

- Strawberry, Raspberry, Cherry, Watermelon
- Or get creative with: Green Apple, Cherry Lime, Pomegranate
- For consumers looking for a lighter option, use Torani Sugar Free syrup and Red Bull Sugarfree

BENEFITS...

To Your Customers

- Something new and delicious they can't find anywhere else
- Lets them customize their Red Bull Energy Drink a new way every day!
- Gives non-coffee drinkers a reason to visit, and coffee drinkers a reason to come back later in the day

To Your Cafe

- Highly profitable
- Easy to execute
- Builds your afternoon business

NEXT STEPS

- Choose the flavor line-ups to feature
- Order your merchandising kit (table tents, poster, window decal)
- Contact Red Bull at 1-877-673-9444 and we'll get you started!