

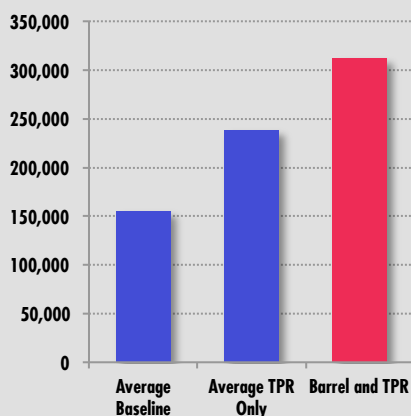
HOW PROFITABLE ARE RED BULL COOLERS?



COLD BARRELS

- Cold Barrels on promotion doubled the normal sales in retailer W*

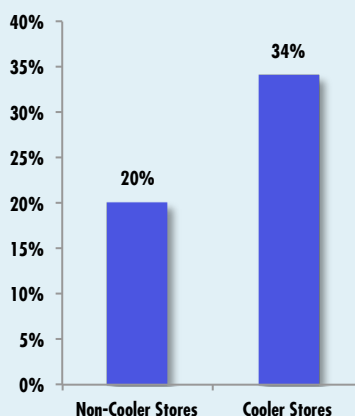
MONTHLY \$ SALES



COUNTER COOLERS

- In a case study retailer V saw a 14% increase in dollar sales in stores with counter coolers! **

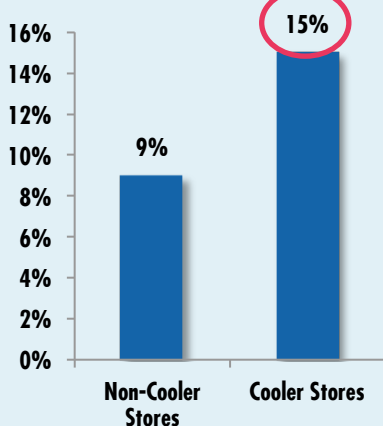
RED BULL CASE SALES % CHG



OPEN AIR

- Open Air Red Bull Coolers boosted retailer X's energy category dollar growth by 6 points!***

ENERGY CATEGORY \$ SALES CHG



GDM 10/PROFIT ZONE

- Red Bull coolers act as impulse purchase triggers for the entire category!****

\$ % CHG POST IMPLEMENTATION

