

RED BULL ENERGY DRINK 20 OZ PRODUCT ONE SHEET



RED BULL GIVES YOU WINGS

Product Benefits

- Increases performance
- Increased concentration and reaction speed
- Improves vigilance
- Improves wellbeing
- Stimulates metabolism



RED BULL TARGET CONSUMER

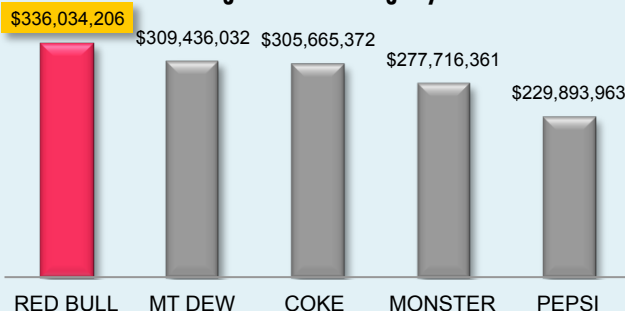
- Red Bull's target group is not determined by demographics, but by a "state of mind".
- Everyone in need of energy needs Red Bull.



RED BULL IS THE #1 BRAND

- Red Bull is the most profitable brand in the Energy Category and generates the highest weekly true profit across top beverage brands.*
- Red Bull is the leading single serve beverage in Convenience.**

Total Single Serve Beverage by Brand <2Ltr



20 OZ PRODUCT DETAILS

- Red Bull 20 oz is the newest and largest size in the Red Bull product mix and is growing at an astounding triple digit rate vs. year ago.***



\$4.49 Retail*
34% Margin

* SRP Grocery

*AC Nielsen US All Measured Channels, Latest 52 Weeks ending 4/16/11; Willard Bishop C-Store Super Study
** AC Nielsen, Convenience, Latest 12 weeks ending 4/16/11, *** Nielsen Scantrack 4wks ending 6/11/11