



RED BULL MULTIPACK ALLOCATION

DRIVE \$ VALUE THROUGH CONSUMERS UPSELL!



TIMELINE

DATE: 24th July – 28th July.

Stock to be sent directly to stores during the week commencing 24th July.

WHAT IS IT?

- Red Bull is giving back to the TIR retailer by allowing a **Free Case** on allocation for products featured under account visuals.
- This is a distribution drive that will benefit **YOU** the retailer by having the right range in store to increase consumer choice.
- **8x250ml** is replacing pre-existing 6x250ml Red Bull range, and the **12x250ml** & **4x473ml** are new additions to the TIR product portfolio.

WHAT'S REQUIRED?

1. Store will be sent stock on allocation between the days 24th July-28th July.
2. We ask the retailer to allow for space in aisle for products being sent to store.
3. A Red Bull representative will come into store and assist with cutting new lines in main aisle as well as ticket for future repurchase.
4. Additional stock can be ordered utilizing pre-existing TIR promotional case deals loaded each month.

ADDITIONAL INFO

If you have any merchandising requests or seek further information/support please contact:

Red Bull Account Manager Shakila Pathirana; Shakila.Pathirana@redbull.com, 0481 420 851

Red Bull North Rep Louis Cooper: Louis.Cooper@redbull.com, 0402 955 723

Red Bull South Rep Anthony Mead: Anthony.Mead@redbull.com, 0481 057 834

ACCOUNT VISUALS



8x250ml Energy Drink
310607



8x250ml Sugar Free
310615



12x250ml Energy Drink
217162



4x473ml Energy Drink
117225