



RED BULL NPD ALLOCATION

THE NEW RED BULL SUGARFREE COCONUT EDITION

Recently at Red Bull Australia we have launched the newest piece to our portfolio, **Red Bull Sugarfree Coconut Edition**. As a part of the launch, we have decided to allocate 1x case to your store, **free of charge**. One of our Striker's will visit your site within the coming weeks to assist with insights around how to best merchandise this product. Please see below in store asset's available for you.



ITEM CODE	PRODUCT DESCRIPTION	PACK SIZE	WSL PRICE	RRP
117938	Red Bull Sugarfree Coconut	12x250ml	\$24.29	\$2.85

THE NEW SUGARFREE COCONUT EDITION

FLAVOURED ENERGY DRINKS PLAY A DUAL ROLE OF EXPANDING REPERTOIRE OF EXISTING SHOPPERS AND DRIVING TRIAL OF NEW SHOPPERS¹

NO SUGAR FLAVOURS ARE THE FASTEST GROWING SUB-SEGMENT WITHIN ENERGY DRINKS, CONTRIBUTING 42% OF CATEGORY GROWTH²

RED BULL NO SUGAR FLAVOURS OFFERS CHOICE FOR YOUR CUSTOMERS AND IS DELIVERING +\$2.6M INCREMENTAL SALES TO THE CATEGORY³



FLAVOUR PROFILE
COCONUT, FRUITY, BERRIES, FRESH, FLORAL-VIOLET, CREAMY

ITEM DESCRIPTION	SKU	PACK	EAN/TUN	
RB SF COCONUT AU ALU CAN 12X250ML	RB244045	CAN	90456541	EAN
		CASE	9002490271305	TUN

SOURCE: 1. RED BULL TSA STUDY WAVE 1, 2024. 2. CIRCANA [RI] AU GROCERY CONVENIENCE, ENERGY DRINK NO SUGAR FLAVOURS, VALUE % GROWTH VS YA (\$), MAT TO 05/05/24. 3. CIRCANA [RI] AU GROCERY CONVENIENCE, RED BULL NO SUGAR FLAVOURS, VALUE GROWTH ACTUAL VS YA (\$), MAT TO 05/05/24.