



# RED BULL NPD ALLOCATION

## THE NEW RED BULL SUMMER EDITION - BLUEBERRY

Recently at Red Bull Australia we have launched the newest piece to our portfolio, **Red Bull Summer Edition (Blueberry Flavour)**. 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.



PRODUCT DESCRIPTION	PACK SIZE	WSL PRICE	RRP
Red Bull Blueberry Can AU Alu Can	12x250ml	\$24.29	\$2.85

# WIINGS FOR YOUR SUMMER.



FLAVOURED ENERGY DRINKS ARE GROWING  
5 TIMES FASTER THAN THE REST OF THE CATEGORY,  
AS TASTE/FLAVOUR IS THE #1 PURCHASE DRIVER  
FOR ENERGY DRINK SHOPPERS<sup>1</sup>

2 IN 5 ENERGY DRINKS PURCHASED IN THE  
CONVENIENCE CHANNEL ARE FLAVOURED<sup>2</sup>,  
CAPTURING BOTH NEW AND EXISTING SHOPPERS<sup>3</sup>

RED BULL EDITIONS ARE GROWING  
+18% VS YA, CONTRIBUTING +\$2.4M  
INCREMENTAL SALES TO THE CATEGORY<sup>4</sup>

**Blueberry Flavour**

ENERGY DRINK

### FOR BEST RESULTS



LEVERAGE OUR DISRUPTIVE DISPLAYS  
AND POINT-OF-SALE ASSETS TO ENGAGE  
SHOPPER IN PATH TO PURCHASE



PRIORITISE COLD AVAILABILITY  
TO ADDRESS THE NEED FOR  
IMMEDIATE CONSUMPTION

### MARKETING SUPPORT



IN-STORE POS



OUT OF HOME



INFLUENCER  
SEEDING



PAID SOCIAL  
MEDIA



PRODUCT  
SAMPLING

RED BULL SUMMER BLUEBERRY ANZ ALU CAN 12x250ML	SKU	PACK	EAN/TUN	
	R8244585	CAN	90456916	EAN
		CASE	90456916	TUN

SOURCE: 1. CIRCANA, AU CONVENIENCE, ENERGY DRINK FLAVOURS & REST OF CATEGORY, DOLLAR GROWTH %; MAY 10/03/04/24. 2. INTERFLAB AUSTRALIA, ENERGY DRINK BUSINESS, IS WHY DO YOU DECIDE TO BUY THE PRODUCT? / WHY DID YOU WANT TO BUY IT? JAN 2024. 3. CIRCANA, AU CONVENIENCE, ENERGY DRINK FLAVOURS, SHARE OF CATEGORY MAY 10/03/04/24. 4. CONVENIENCE SHOPPER LOYALTY DATA, RED BULL EDITIONS, SOURCE OF VOLUME, JAN 2024. 5. CIRCANA, AU CONVENIENCE, RED BULL FLAVOURS, DOLLAR GROWTH ACTUAL, MAY 10/03/04/24.