

WHY RED BULL RED EDITION SUGARFREE



79%

of energy consumers buy sugar free energy drinks.¹



In 2023, sugar free energy drinks outsold full sugar energy drinks by 400 million dollars and sugar free energy drinks have contributed to 77% of the category's growth.¹



#2

Red Bull Sugarfree buyers spend 2x more than the average energy drink buyer.²



#1

Red Bull editions have been the #1 new item in total beverage for 5 years in a row.³



#1

In 2023, Red Bull Red Edition was the #1 edition selling \$478 million.⁴

1. Circana - Total US MULO + CONV - FY 2023 & Numerator FY 2021-2023 2. Numerator People Scorecard L52wks Ending 2.25.24
3. Circana MULO+C Data FY 2023, FY 2022, and FY 2021 4. Circana MULO+C 6 Months Ending 09-6-20



**RED BULL RED EDITION SUGARFREE
WITH THE TASTE OF WATERMELON.**

10

Calories

0g

Sugar

80mg

Caffeine

AVAILABLE POS



Cooler Clings

Shelf Talker

Table Tent

4x6" insert

Poster

Digital Files

DOES YOUR ACCOUNT SELL SPIRITS?

TRY A SKINNY RED BULL WATERMELON MARGARITA!

DID YOU KNOW?

The margarita is the highest performing cocktail in the United States.

Source: Cga's On Premise User Survey 2023

