
BUILT TO STAND OUT MADE TO MOVE



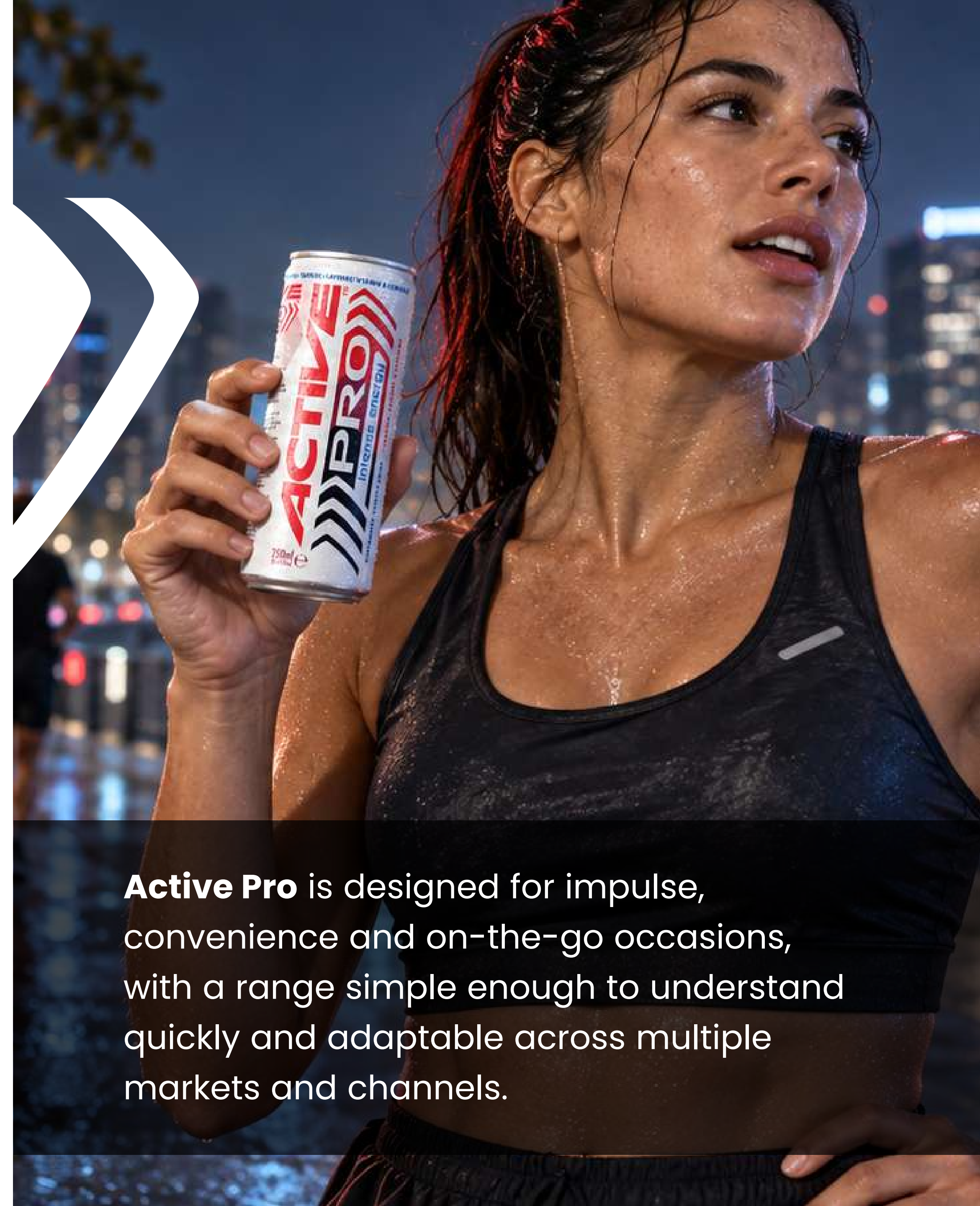
Energy Drink Brand & Commercial Opportunity



BUILT FOR **THE MOMENT** ENERGY DRINKS ARE BOUGHT

- + **Bold Can Design**
- + **Intense + Sugar-Free**
- + **Built for Impulse**

Bold shelf presence | Two clear variants | Easy consumer choice



Active Pro is designed for impulse, convenience and on-the-go occasions, with a range simple enough to understand quickly and adaptable across multiple markets and channels.



**MADE
FOR
MOMENTUM**



TWO CLEAR CHOICES

ONE ACTIVE PRO ATTITUDE

INTENSE ENERGY

The full Active Pro experience, bold energy positioning for fast-moving, on-the-go occasions.



SUGAR-FREE

The same unmistakable Active Pro attitude, without sugar.

WHY ACTIVE PRO

CAN EARN ITS SPACE

- + **STANDOUT SHELF APPEAL**
Distinctive vertical packaging designed for strong visibility in busy chillers.
- + **SIMPLE TO SHOP**
Two clear propositions, Intense Energy and Sugar Free.
- + **EASY TO SELL**
Clear product story, distinctive packaging and defined consumer occasions.
- + **READY TO ACTIVATE**
POS, trade creative and launch support available for partners.
- + **BUILT FOR MULTIPLE CHANNELS**
Distributor. Wholesale. Convenience.
Independent retail. Export.



WE DON'T JUST SUPPLY THE PRODUCT

WE HELP BUILD THE SELL-THROUGH

- + **RETAIL-READY POS**
Chiller, shelf, display and promotional assets.
- + **CAMPAIGN CREATIVE**
Launch graphics, digital assets and trade materials.
- + **SALES TOOLKIT**
Simple product positioning, buyer story and channel support.
- + **LOCAL ACTIVATION**
Adaptable material for distributor and market needs.



DESIGNED TO BE SEEN BEFORE IT IS CHOSEN

- + Chiller.
- + Shelf.
- + Counter.
- + Promotion.



FORMULA STORY

THE ACTIVE PRO FORMULA

**Four familiar ingredients.
One clear energy drink proposition.**

- + CAFFEINE**
Recognisable energy drink ingredient.
- + TAURINE**
Established ingredient used across the energy drink category.
- + GUARANA**
Plant-based caffeine source that strengthens the Active Pro formula story.
- + B VITAMINS**
A familiar part of the energy drink proposition.

Available across the Active Pro range.



ACTIVE PRO MOMENTS

ENERGY HAS MORE THAN ONE MOMENT

- + **Commute**
- + **Work**
- + **Study**
- + **Travel**
- + **Gym**
- + **Gaming**
- + **Social**
- + **On-the-Go**



BUILT FOR RETAIL

FROM SHELF IMPACT TO PURCHASE

+ GET NOTICED

Distinctive vertical packaging creates strong shelf and chiller presence.

+ MAKE CHOICE SIMPLE

Intense Energy and Sugar Free create two immediately understandable propositions.

+ FIT THE OCCASION

250 ml format suited to convenience, on the go and impulse purchase occasions.

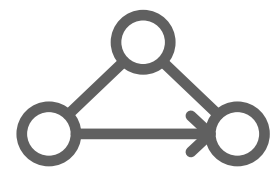
+ CONVERT AT RETAIL

Product, placement and activation work together to move from visibility to purchase.

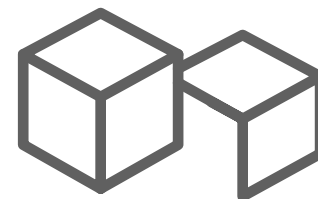


BUILD ACTIVE PRO IN YOUR MARKET

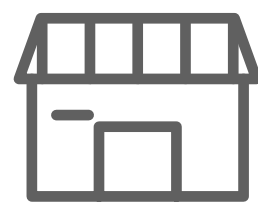
A BRAND READY FOR AMBITIOUS PARTNERS



Distribution



Wholesale



Convenience



Retail



Export

LET'S BUILD THE MARKET



READY TO PUT ACTIVE PRO IN YOUR MARKET?

**Let's talk distribution, wholesale,
retail and market development**

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