

Energy Boost Makes you fly Active boost



Here we are and here we are and here we go,
All aboard and we're hitting the road,
Here we go, rockin' all over the world.
Ah giddy-up and giddy-up and get away,
We're going crazy and we're going today,
Here we go, rockin' all over the world And I like it,
I like it, I like it, I like it, I li-li-like it, li-li-like it.
Here we go, rockin' all over the world...

Source: Status Quo, Rockin' all over the world (1977)



Energy boost: makes you fly

Young adults want to stay energized and active. Over 60% of young adults think that it is important to stay active¹. 'Energy boost' reduces tiredness and fatigue and gives you an active boost during sports and outdoor activities.

¹Global Health Concerns and Naturalness Research, DSM, 2019



Insights & key ingredients

OCCASION / CATEGORY

- Sports, outdoor activities, leisure time

FORMAT

- Sparkling energy drink

FLAVOUR

- Energy drink flavour

BENEFITS

- Energy

INGREDIENTS

- B-Vitamins
 - B3 (50% of NRV/100 ml)
 - B5 (33% of NRV/100 ml)
 - B6 (143% of NRV/100 ml)
 - B12 (80% of NRV/100 ml)
- Sucrose & glucose (aggregate 11%)
- Taurine (0.4%)
- Caffeine (0.03%)/32 mg per 100 ml
- Colour: Caramel and Riboflavin

POSITIONING

- The young active sporty generation looking for fun and adventure

Premix Code UF45005 ENERGYbasic

INGREDIENT	CONSUMER CONCERN	CLAIMS & SCIENCE	NRV*
Vitamins B3, B5, B6, B12	Alertness/fatigue Endurance/energy supply Cognitive function	Vitamins B3, B5, B6 and B12 contribute to the reduction of tiredness and fatigue. Vitamins B3, B5, B6 and B12 contribute to normal energy yielding metabolism. Vitamin B5 contributes to normal mental performance.	125 % (B3) 83 % (B5) 357 % (B6) 200 % (B12)
Taurine (1000 mg)	Alertness/fatigue Physical performance	Taurine is an amino acid that occurs naturally in the human body. It is particularly concentrated in the brain, eyes, heart and muscles. "Science show its role in improving muscular strength and reducing muscle fatigue by reducing oxidative stress."	
Caffeine (80 mg)	Alertness/fatigue	Contains caffeine "Scientific data show the role of caffeine in attention and concentration."	

*per serving

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