

# THE FUTURE OF ENERGY DRINKS

## How to Maintain Relevance in a Sea of Energy

*In the beverage market where energy claims continue to rise, the key to connecting with consumers is innovating a great-tasting, healthier energy drink*

The competition is heating up in the energy area among all types of beverages...not just energy drinks

When the **MID-DAY LULL** strikes or any other time an energy boost is needed, consumers reach for:

- ENERGY DRINKS
- COFFEE
- SPARKLING WATER
- TEA
- SODA

**BUT**  
With increased competition, energy drinks must innovate to meet changing consumer needs

**HOW**  
Improving health perceptions while maintaining taste by using natural ingredients **AND** adding benefits beyond energy

### CURRENT LANDSCAPE

Energy drinks continue to serve as a means to an end, giving consumers an extra pep in their step for travel, social occasions and even stressful events. Although drunk for a specific purpose, energy drinks still need to evolve to stay relevant.

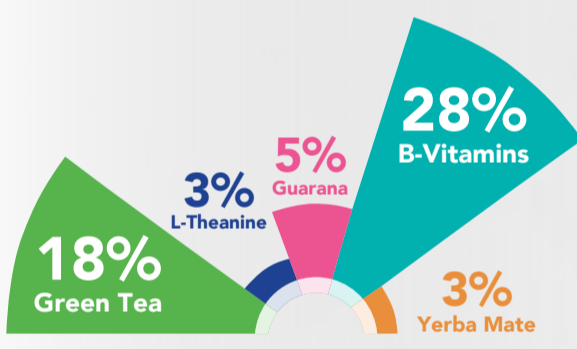
As new routines begin to take form, whether that's working from home or the office and increasing social activities, consumers want an energy drink to help them focus and look for products with additional benefits.

### WHAT EVOLUTION LOOKS LIKE

Taste and Trust are Key Drivers of Brand Loyalty

#### Natural Energy

Consumers look for or trust these "energy" sources in energy drinks



**33% ALL OF THE ABOVE**

Look beyond physical stimulation and make mental alertness an integral part of branding

#### Healthier Options

with lower sugar content and natural ingredients



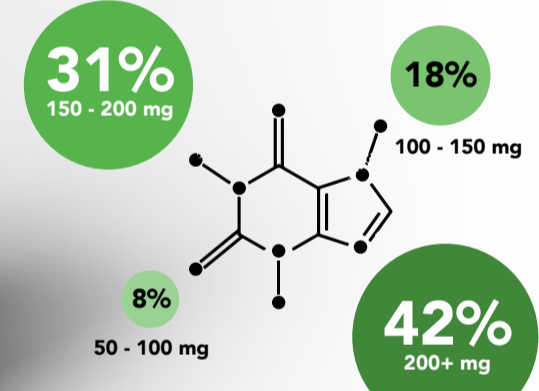
#### More Flavor Variety

Top 3 preferred flavors of energy drinks are:

- 1) fruit blends
- 2) exotic fruit blends
- 3) berry flavors

#### Caffeine Content

100 - 200 mg is the "sweet spot"



### OPPORTUNITIES TO DRIVE THE FUTURE

- Positioning the drink as a concentration aid for working or gaming can resonate with in-home drinkers



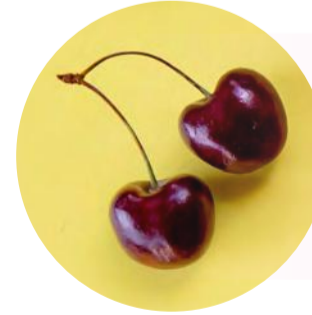
- Additional benefits - such as weight management, recovery or muscle building - may help grow workout usage occasion



- Explore other areas of functionality, especially around hydration



- Expand flavor options in an effort to grow morning and evening occasion



### REASONS TO WORK WITH US

#### Flavor Expertise

Dedicated flavor chemists and product development team with knowledge of customizing flavors to fit your product and functional ingredients.

#### Consumer Understanding

In-depth knowledge of the consumer landscape across food, beverage and nutrition categories with continued investment in primary research.



Proprietary water-based extraction process to create natural, clean ingredient taste solutions to best suit your label needs, including botanical, fruit, vegetable, and sweet brown profiles.