



"RIGHT SIZE FOR ME"

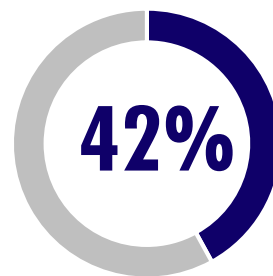
KEY DRIVER OF CONSUMER CHOICE

WHY DID YOU BUY THIS PARTICULAR
(RED BULL 8.4 OZ) CAN SIZE?

IDEAL AMOUNT OF LIQUID 42%

PERFECT ENERGY DOSE 41%

NO WASTE 36%

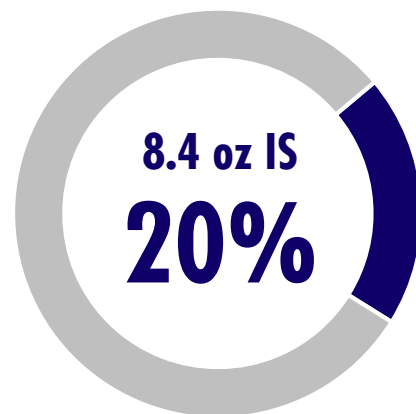
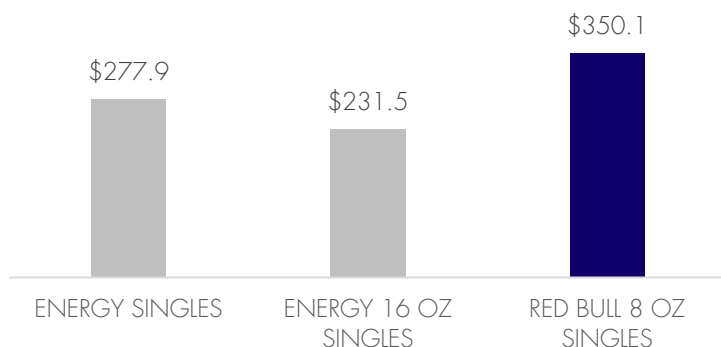


*of 8.4oz buyers are
exclusive to the 8.4oz size*

Numerator

8.4 oz outpaces Energy Singles Velocity

ITEM VELOCITY Dollars per \$MM ACV



*of Red Bull Single Serve
Dollars*

57%

*of 8.4oz buyers plan to buy
exact flavor and size*

*8.4 oz Editions were
27% of Red Bull
Single Serve **Dollar
Growth***



ALL EDITIONS FLAVORS AVAILABLE IN 8.4 OZ