

# MARCH 250ML OFFER

## BUY 2 OR MORE CASES OF ANY 250ML VARIANTS

### AND RECEIVE

# \$12.90

## OFF PER CASE

OF RED BULL ENERGY DRINK, SUGARFREE &  
ZERO SINGLES OR 4-PACKS.



# \$6.45

## OFF PER CASE

OF RED BULL EDITIONS.



**MUST PURCHASE A MINIMUM OF 2 VARIANTS. MAXIMUM 70 CASES / 35 DEALS PER CUSTOMER.**

\*NON-BANNERED TRADE/ROUTE CUSTOMERS ONLY. OFFER VALID WHEN YOU PURCHASE ANY CASE OF 250ML ENERGY DRINK 250ML X24, 250ML ENERGY DRINK X6 4PKS, 250ML SUGARFREE 250ML X24, 250ML SUGARFREE X6 4PKS, ZERO 250ML X24, ZERO 250ML X6 4PKS, THE RED EDITION 250ML X12, THE TROPICAL EDITION 250ML X12, THE GREEN EDITION 250ML X12, THE SUMMER BLIEBERRY EDITION 250ML X12, THE COCONUT EDITION 250ML X12, THE BERRY EDITION 250ML X12. MAXIMUM OF 70 CASES PER CUSTOMER. PROMOTION AVAILABLE 24TH FEBRUARY TO 31ST MARCH 2025. RECOMMENDED PROMOTIONAL PRICE ANY 2 FOR \$6.50 ON RED BULL 250ML SINGLE CANS & \$10.99 ON 4PKS.

**RED BULL 250ML IS THE #1 PURCHASED  
PRODUCT IN THE P&C CHANNEL, SELLING  
9.9M UNITS. EXPAND YOUR RED BULL  
OFFERING IN THIS PACK GROUP WITH  
THE LATEST FLAVOURS\***

# Red Bull®



## ENERGY DRINK

\*SOURCE: CIRCANA, AU CONVENIENCE, ENERGY DRINK  
PRODUCTS, VARIOUS MEASURES, DATA TO MAT TO 01/12/24

# MARCH 330ML BOTTLE OFFER

## BUY 1 OR MORE CASES OF ED 330ML\*

AND RECEIVE

# \$7 OFF PER CASE

RECOMMENDED PROMOTIONAL  
PRICE 2 FOR \$8

EXPAND YOUR RANGE IN THIS PACK  
GROUP WITH THE RED BULL BOTTLE.

\* NON-BANNED TRADE CUSTOMERS ONLY. DEAL OFFER VALID WHEN YOU PURCHASE 1 OR MORE CASES OF ED RED BULL 330ML. PROMOTION AVAILABLE 24TH FEBRUARY TO 31ST MARCH 2025. MAXIMUM OF 10 CASES PER CUSTOMER RECOMMENDED PROMOTIONAL PRICE 2 FOR \$8 ON ED 330ML VARIANT. OFFER INCLUDES RED BULL ENERGY DRINK 330ML MAXIMUM 10 CASES/5 DEALS PER CUSTOMER

MID SIZE ENERGY IS THE FASTEST GROWING PACK  
GROUP IN THE P&C CHANNEL, WITH RED BULL MID  
SIZE PRODUCTS CONTRIBUTING 15% OF GROWTH  
IN THIS PACK GROUP.\*

\* SOURCE: CIRCANA, AU CONVENIENCE, ENERGY DRINK PRODUCTS, VARIOUS MEASURES,  
DATA TO MAT TO 01/12/24



# Red Bull®



ENERGY DRINK



# THE NEW SUGARFREE BERRY EDITION LAUNCH DEAL.\*

AVAILABLE TO ORDER FROM MARCH 2025

**TASTE IS THE #1  
DECISION DRIVER  
FOR ENERGY DRINK  
CONSUMERS<sup>1</sup>**

**FLAVOURED ENERGY  
DRINKS PLAY A DUAL  
ROLE OF EXPANDING  
REPertoire OF  
EXISTING SHOPPERS  
AND DRIVING TRIAL  
OF NEW SHOPPERS<sup>2</sup>**

**NO SUGAR  
FLAVOURS ARE THE  
FASTEST GROWING  
SUB-SEGMENT WITHIN  
ENERGY DRINKS,  
CONTRIBUTING  
47% OF CATEGORY  
GROWTH<sup>3</sup>**

**RED BULL NO SUGAR  
FLAVOURS OFFERS  
SHOPPERS CHOICE,  
DELIVERING \$5.8M  
IN SALES TO THE  
CATEGORY<sup>4</sup>**



**\$5  
OFF  
PER CASE**

\*NON-BANNED TRADE CUSTOMERS ONLY. DEAL OFFER VALID WHEN YOU PURCHASE ONE CASE OF RED BULL BERRY EDITION 473ML. MAXIMUM 4 CASES PER CUSTOMER. PROMOTION AVAILABLE 24TH FEBRUARY - 31ST MARCH 2025. RECOMMENDED PROMOTIONAL PRICE 2 FOR \$9 ON 473ML.

**Red Bull®**



ENERGY DRINK

SOURCE: 1. METRIXLAB AUSTRALIA, CONVENIENCE, ENERGY DRINK BUYERS. Q: WHY DID YOU DECIDE TO BUY THIS PRODUCT? 2024. 2. RED BULL T&A STUDY BP WAVE 2024. 3. CIRCANA (IRI) AU GROCERY CONVENIENCE, ENERGY DRINK NO SUGAR FLAVOURS, SHARE OF DOLLARS GROWTH VS. YA, MAT TO 01/12/2024. 4. IRCANA (IRI) AU GROCERY CONVENIENCE, RED BULL ENERGY DRINK NO SUGAR FLAVOURS, DOLLAR SALES, MAT TO 01/12/2024.