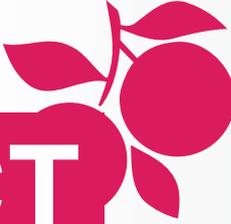


PRODUCT PORTFOLIO



A BRAND OF
trend food
INTERNATIONAL

FRUNERGY IS A DELICIOUS ALTERNATIVE TO WELL-KNOWN ENERGY DRINKS, IDEAL FOR ALL THOSE WHO NEED A POWER KICK BUT PREFER NATURAL, FRUITY FLAVORS.

FRUNERGY CONTAINS UP TO 20% FRUIT EXTRACTS AND NATURAL CAFFEINE FROM GREEN COFFEE BEANS WHICH MAKES THE ENERGY EFFECT SMOOTHER AND LONG-LASTING.

OUR EXTENSIVE MARKET RESEARCH* HAS PROVEN THAT THERE IS A HUGE DEMAND FOR THE EFFECT OF ENERGY DRINKS, HOWEVER AT THE SAME TIME MANY CUSTOMERS JUST DON'T LIKE THE CLASSIC ENERGY DRINKS' TASTE. THIS TARGET GROUP IS DEFINED BY MEN OF 25-35 YEARS OLD AND WOMEN, 22-40 YEARS OLD, OF AVERAGE AND HIGHER INCOME. IN ORDER TO MEET THE NEEDS OF THIS SPECIFIC GROUP WE HAVE COME UP WITH A COMPLETELY NEW ENERGY DRINK FORMULA, COMBINING GREAT ENERGY EFFECT WITH UNIQUE FRUITY TASTE IN **FOUR AMAZING COLOR EDITIONS**. FRUNERGY IS THUS A PERFECT EXTENSION OF A CLASSIC ENERGY DRINK RANGE AND YET ANOTHER **KEY PART OF YOUR SALES SUCCESS**.

WITH **FRUNERGY** YOU CAN STAY UP AND GOING, FULL OF DELICIOUS FRUITY POWER.

FEEL IN NEED OF A POWER KICK? PUT OFF BY THE TASTE OF A CLASSIC ENERGY DRINK? HERE'S SOMETHING FOR YOU! **FRUNERGY PINK** IS A NEW DELIGHTFUL FRUITY DRINK WITH EXTRA CAFFEINE FROM NATURAL GREEN COFFEE BEANS – A PERFECT COMBINATION OF A GREAT TASTE AND ENERGY. WITH ITS GRAPEFRUIT FRESHNESS AND JOYOUS COLOR **FRUNERGY PINK** WILL CHEER YOU UP AND MAKE YOUR DAILY CHALLENGES LIGHT AND EASY. JUST LET YOURSELF INDULGE WITH THE POWER OF PINK FRUIT!

ARE YOU READY FOR A COMPLETELY NEW TASTE EXPERIENCE? WANT TO INVITE A BIT OF SUMMER ENERGY TO YOUR EVERYDAY? TRY **FRUNERGY ORANGE**, A NEW EDITION OF YOUR FAVORITE FRUITY ENERGY DRINK! YOU WILL BE AMAZED BY ITS INTENSIVE FLAVOR AND FEEL ENLIVENED WITH A SHOT OF CAFFEINE FROM NATURAL GREEN COFFEE BEANS. NO MORE COMPROMISES – ENERGY CAN TASTE JUST GREAT! JUST **FRUNERGY ORANGE** – AND THE DAY GOES LIVE!

TIME TO INTRODUCE A NEW MEMBER OF FRUNERGY FAMILY, CHIC AND EXQUISITE **FRUNERGY GREEN**, FULL OF APPLE POWER. **FRUNERGY GREEN** IS A NEW IMAGE OF A CLASSIC FLAVOR COMBINING WELL-KNOWN APPLE TASTE WITH EXOTIC FRUIT MIXTURE AND SUPPLEMENTED WITH ENERGY FROM GREEN COFFEE BEANS. JUST TASTE IT, FEEL DELIGHTED AND LET THE FRUITY POWER WORK!

ALL THE RAINBOW TASTES AND COLORS SEEM TOO MILD AND DELICATE? CRAVING FOR SOMETHING REALLY FORCEFUL? TRY **FRUNERGY BLACK**, A NAUGHTY AND DELICIOUS FRUITY POWER! THE HEART OF **FRUNERGY BLACK** IS BLACK FOREST FRUIT, ALLURING PITAHAYA AND LONG-STANDING ENERGY. GIVE IT A TRY AND GRASP YOUR DAY IN A DELICIOUS MOMENT OF SELF-INDULGENCE!



TASTES

* PCM RESEARCH, 09/2012, 2500+ PARTICIPANTS, GSA

TASTES

