



Power Trip™ Mango Energy Drink Fact Sheet

Contact Information

Phone: (954) 862-1445

Fax: (954) 862-1484

Email: doug@powertripbev.com

Summary

With the exotic taste of fresh mango, Power Trip™ Mango is the perfect energy drink for those who want a pick-me-up with a lively kick. Like all Power Trip™'s energy drinks, Mango is packed with vitamins and other ingredients to help with focus, energy and performance, but the drink also offers a delicious, refreshing flavor so consumers don't have to give up great taste for the energy they need.

Key Ingredients (per 8-ounce serving)

- 105mg Caffeine
- 1000mg Taurine
- 23mg Guarana

Vitamin Content (per 8-ounce serving)

- 100% Vitamin C
- 100% Vitamin B3
- 200% Vitamin B6
- 100% Vitamin B2
- 100% Vitamin B5
- 100% Vitamin B12

Marketing Support

- Sampling programs
- Retail programs
- Media relations
- Radio promotions

Demographics

- Lifestyle-driven consumers and energy-seekers between the ages of 16 and 44
- While Mango was originally targeted to a Hispanic demographic, the flavor sells well among all demographics
- 18% of Power Trip drinkers are female

Packaging

- 16-ounce can
 - Also available in four-packs and 24-can cases

Pricing

- Suggested retail per can – \$1.99
- Also available in four-packs at \$6.99 per pack and on-line in cases (24 cans) at \$48.00

