

ZERO SUGAR 100% WIIINGS.

THE NEW RED BULL ZERO

THE NEW RED BULL ZERO IS A REFORMULATED, NO-SUGAR OPTION INSPIRED BY THE ORIGINAL ENERGY DRINK. SWEETENED WITH MONK FRUIT EXTRACT, IT DELIVERS **A TASTE CLOSER TO THE CLASSIC RED BULL**, OFFERING A DISTINCT FLAVOUR WITHIN THE NO SUGAR RANGE.

“RED BULL ZERO HAS A **HIGHLY LOYAL BASE**, 46% OF ALL RED BULL 250ML ZERO SHOPPERS EXCLUSIVELY PURCHASE THE VARIANT”¹

WHAT IS MONK FRUIT EXTRACT

MONK FRUIT EXTRACT IS A NON-CALORIC SWEETENER DERIVED FROM SIRAITIA GROSVENORII, A FRUIT ALSO CALLED “MONK FRUIT”. MONK FRUIT EXTRACTS ARE INTENSELY SWEET, AND DEPENDING ON THEIR COMPOSITION, RANGE FROM BEING 100-250 TIMES SWEETER THAN SUCROSE. MONK FRUIT EXTRACTS ARE USED IN A WIDE RANGE OF PRODUCTS, LIKE JUICES, SOFT DRINKS, CANDIES AND DESSERTS.

**NEW
FLAVOUR**



VISIBILITY TOOLS



VISIBILITY TOOLS



72ER TIER
WING DISPLAY



2X 120ER RHOMBUS
THEATRE DISPLAY



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FAQs

WHAT IS RED BULL® ZERO?

Red Bull® Zero is inspired by the original Red Bull Energy Drink, but with zero sugars.

WHAT IS THE DIFFERENCE BETWEEN RED BULL® ZERO AND RED BULL® SUGARFREE?

Red Bull® Zero and Red Bull® Sugarfree contain the same key ingredients – caffeine, taurine, and some B-group vitamins. Both are made without sugars, instead using different low-calorie sweeteners. Because Red Bull Sugarfree has a different taste than Red Bull Zero, those who want to enjoy the benefits of the original Red Bull Energy Drink without sugars have a choice of options.

WHAT IS RED BULL® ZERO SWEETENED WITH?

Red Bull® Zero contains different sweeteners, including monk fruit extract. Monk fruit extract is a non-caloric sweetener derived from *Siraitia grosvenorii*, a fruit also called “monk fruit”, which has a long history of human consumption. Monk fruit extracts are intensely sweet, and depending on their composition, range from being 100-250 times sweeter than sucrose. Monk fruit extracts are used in a wide range of products, like juices, soft drinks, candies and desserts.

