

RED BULL: YOUR PERFECT COMBINATION

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The goal of this photo guide is to inspire you to find your Perfect Red Bull Combination. Here at Red Bull, we think of every consumer's perfect combination as an equation.

This equation is made up of which Red Bull edition your taste buds prefer added to whichever area of your life that could use some extra energy.

In the following pages, we will share what sets Red Bull apart from the competition while inspiring you to find your own combination through images of our consumers' unique combinations.

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RED BULL: WHO WE ARE

Red Bull was founded in the mid-1980's by Dietrich Mateschitz. Ever since our first can was sold in 1987, our focus has been to inspire, motivate, and fuel our consumers. Today, we offer 10+ editions all around the world (171 countries to be exact). Red Bull is proud to have 75 billion cans consumed so far. Our exciting and diverse brand offers products that cater to any adult's busy schedule. Half the fun in becoming a Red Bull energy drink consumer is discovering which Combination is right for you based off of our Perfect Combination equation.

Red Bull Edition + Your Activity = Your Red Bull Perfect Combination



We are confident that a product from our range can mix with an activity of your choice to improve that aspect of your life. Whether it is our Yellow Edition mixed with your Saturday morning bike ride or a Sugar Free Acai can to fuel your study session, finding your Perfect Combination is key.

MEET OUR EDITIONS

Red Bull Energy Drink (The Original)

Organe Editon (Tangerine)

Yellow Edition (Tropical)

Blue Edition (Blueberry)

Green Edition (Kiwi-Apple)

Red Edition (Cranberry)

Coconut Edition (Coconut Berry)

Peach Edition (Peach-Nectarine)

Summer Edition 2019 (Beach Breeze)

Summer Edition 2020 (Watermelon)

Red Bull Sugar Free

Sugar Free Acai Berry Edition

Sugar Free Lime Edition



WHAT WE'RE MADE OF

Ingredients

- Caffeine
- B-Group Vitamins (B3, B5, B6, B12)
- Sugar (sourced from sugar beets)
 - Taruine
 - Alpine Water

REGULAR



Ingredients

- Caffeine
- B-Group Vitamins (B3, B5, B6, B12)
- Aspartame & Acesulfame K
 - Alpine Water

SUGAR FREE



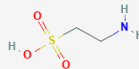
THE FACTS

- A 250ml can of Red Bull contains 75mg of caffeine while a 250ml cup of filtered coffee contains about 113mg of caffeine
- A Red Bull contains about 11mg of sugar per 100ml while a glass of apple juice contains about 7-10mg per 100ml





- The human body contains 70 times more taurine than one 8.4fl oz can of Red Bull - meaning taurine is a naturally occurring amino acid that our bodies require



PERFECT COMBINATIONS IN ACTION

There are endless Perfect Red Bull Combinations that our consumers are putting to work every single day, in the workplace or on the road. Red Bull has added a new dose of productivity, efficiency, and energy into these consumers lives.

The following photos aim to spark your creativity in developing your very own perfect combination. Enjoy!



**RED BULL
GIVES
YOU
WINGS.**

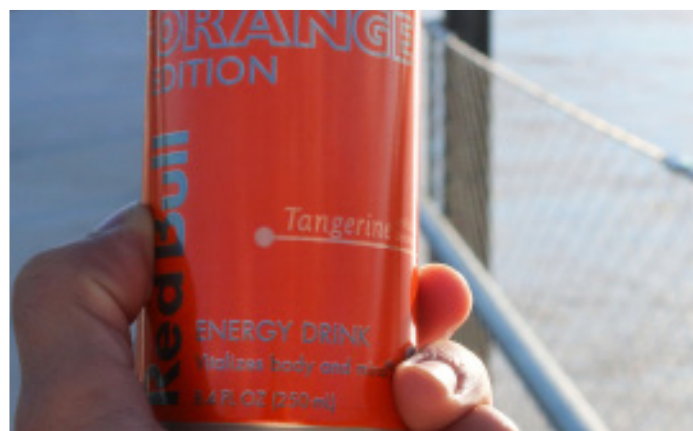


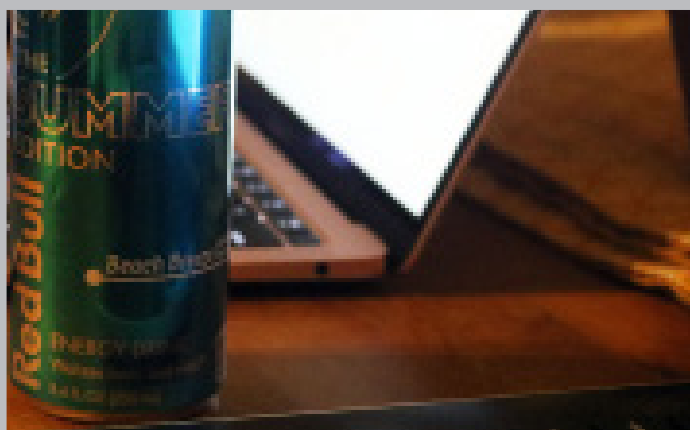
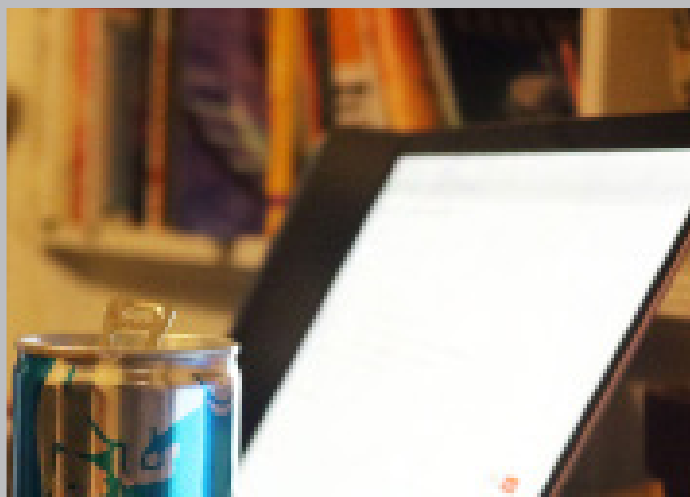
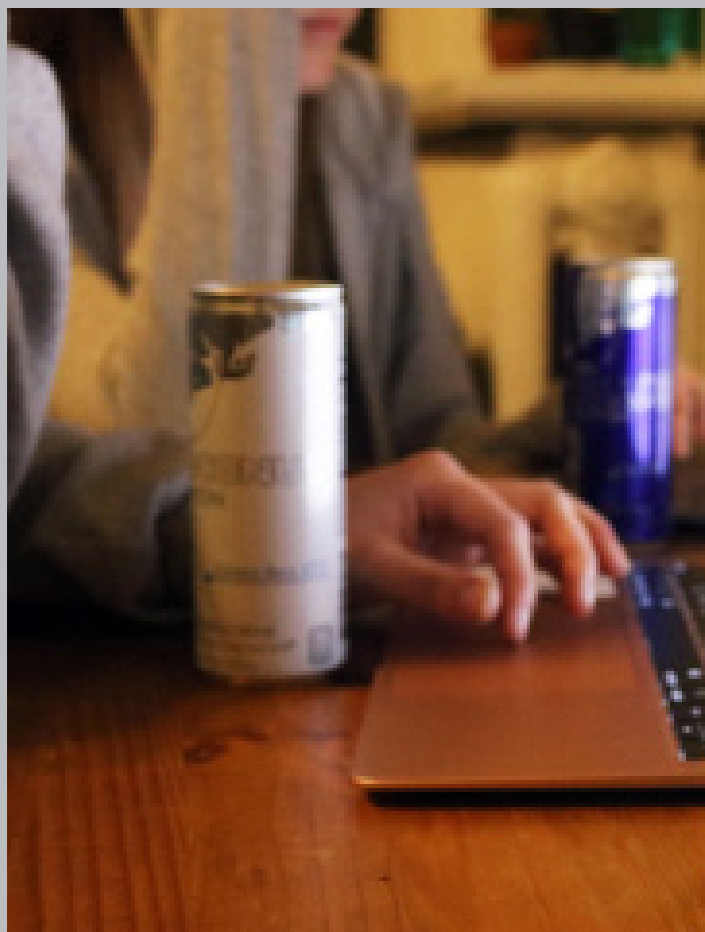
SHOPPING TRIP

WORKOUT

SCENIC







STUDY

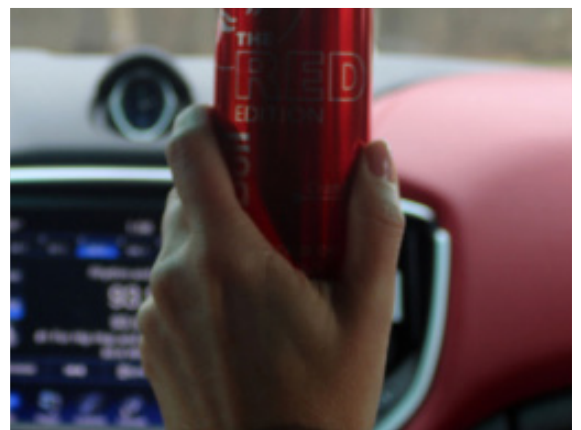


SESSION



**WORK
COMMUTE**

ROAD TRIP



WHERE TO FIND US

- Your local gas station
- Most supermarkets (Walmart, Kroger, Target)
- Costco/Sam's Club
 - Most bars
 - Amazon
 - Drug stores (Walgreens, CVS)

CONNECT

Share a photo on social media with your #perfectcombination and be sure to tag us!

Twitter: @redbull

Instagram: @redbull

Facebook: Red Bull



Visit our website for more information: www.redbull.com

Red Bull®



ENERGY DRINK

Booklet
Created by Maya
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