



NRG

(positive energy)



Changing the way energy tastes.



Changing the way energy tastes.

a new approach

Punch® was developed to meet the demands of young, success-driven men and women who need that extra edge. Punch is a tasty, refreshing beverage that provides a steady dose of energy without the crash and jitters often associated with other energy drinks on the market. With its unique recipe and clean, crisp taste, Punch offers far beyond the simple benefits of caffeine.

THE RIGHT MIX

Punch has the best combination of premium ingredients that provide a long-lasting boost of energy and enhance mental focus. This energy drink combines the effectiveness of caffeine with a unique combination of tropical punch ingredients, essential minerals, amino acids, and vitamins. The high-quality mix of real fruit juices in Punch is a 75-year-old family recipe – the secret to the drink's refreshing, natural, fruit-punch flavor.

HISTORY OF SUCCESS

The great taste of Punch has gained the attention of newspapers, magazines, and trade journals on a regional and national level. While Punch initially expanded its presence through grass-roots growth, With all of the Punch buzz, the message is clear: "Punch is changing the way energy tastes."

- BevNET Review

Punch Energy Drink's clean and visually appealing exterior caught our eye, as did the "changing the way energy tastes" text that runs around the drink's neck. Inside the can, there's a pleasant tasting mixture of juice flavors and energy ingredients, giving the product a natural tasting fruit punch like flavor. It's a big step up from the typical candy-like fruit flavors, starting off mild but sweet and ending with a clean, crisp finish.



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Changing the way energy tastes.

TARGET MARKET

Punch Energy Drink pioneers a new category of energy drink that appeals to a broader consumer target than the narrow group of male and female 18-to-24-year-olds who consume traditional energy beverages.

Unlike many traditional energy drinks, Punch appeals to demographic segments beyond the 18-to-24 year-old-male. White and blue collar professionals, ages 25-35, also purchase energy drinks during the work week, and consume an energy drinks in lieu of coffee in the morning and as a soft drink substitute in the afternoon. Punch is targeted to to this profitable emerging consumer segment by offering a tasty product, sustained energy delivery, and increased mental alertness.



THE PRODUCT

Punch is available in 16 oz. cans with graphics and messaging that appeal to the active, sophisticated 18-to-35-year-old energy drink shopper. The product builds upon its conventional energy drink base with an innovative formulation that changes the way energy tastes. A high-quality mix of nutrients and delicious fruit juices delivers a boost in energy and mental focus with a unique flavor experience. Punch is priced in line with similar 16 oz. energy drink products, at \$1.99 per can. With its refreshing combination of flavor and functionality, Punch is not your typical energy drink.

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THE RIGHT MARKETING MIX

Marketing efforts appeal to Punch's target consumers through the right mix of grassroots, traditional, and online marketing. Punch Energy Drink employs student brand advocates at key college and university campuses to represent and promote the brand, while effective advertising and in-store retail programs help establish a strong brand presence near urban centers with a large daytime workforce. Product sampling is the backbone of the Punch consumer marketing platform. Sampling teams target retail and event venues, allowing Punch Energy Drink to join consumers where they live. The Punch Public Relations (PR) team capitalizes on the revolutionary nature of the product. By utilizing a comprehensive brand package, Punch Energy Drink is able to widen its online, print and broadcast media presence. PR efforts have allowed Punch Energy Drink to reach publications and websites that focus on the beverage, health & wellness, active lifestyle, and self-improvement industries. Punch Energy Drink leverages the power of a professional web presence to provide customers with information and increase brand awareness. Effective design and internet marketing ensure high visibility to the drink's target market. Consistent advertising and promotions drive traffic to the Punch website.

STRATEGIC PARTNERSHIPS

Punch Energy Drink offers one shelf-keeping unit (SKU), which is packaged by Rexam PLC, the largest manufacturer of beverage cans in the world. Rexam produces 55 billion cans each year and supplies industry giants such as Coca Cola and Red Bull. In the United States, Rexam operates 16 production plants, each of which are ISO 9002 accredited.

Punch is manufactured by Cold Spring Brewing (formerly Gluek Brewing Company (www.coldspringbrewery.com), the largest producer of energy drinks in The United States. Cold Spring is capable of producing 6 million cases of non-alcoholic beverages annually and regularly bottles industry-leading brands such as Monster Energy Drink.

Punch Energy Drink offers distributors and retailers price promotion incentives, and provides exceptional service and support to all customers, vendors, and partners.

MEDIA STRATEGY

- Utilize High Profile Media Exposure
- Internet Campaign and new web presence
- Media Partners coupled with high profile events
- Campus Events and Media Plan



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PUNCH ENERGY DRINK – INGREDIENTS

Niacinamide - Vitamin B3 is required for cell respiration, helps in the release of energy and metabolism of carbohydrates, fats, and proteins, proper circulation and healthy skin, functioning of the nervous system.

Pyridoxine - Vitamin B6 assists the immune system and the growth of new cells. It is also used in the processing and metabolism of proteins, fats and carbohydrates, while assisting with controlling your mood. It assists in the balancing of sodium and potassium as well promotes red blood cell production. It is further involved in the nucleic acids RNA as well as DNA and is linked to cancer immunity.

Cobalamin - Vitamin B12's primary functions are in the formation of red blood cells and the maintenance of a healthy nervous system. B12 is necessary for the rapid synthesis of DNA during cell division. Vitamin B12 also helps maintain mental performance and aid in energy production. It, along with all the B Vitamins, helps us to produce and sustain our own energy.

Pantothenic Acid - Vitamin B5, a B-complex vitamin, is essential for growth, reproduction, and normal physiological functions. It is involved in more than 100 different metabolic pathways including energy metabolism of carbohydrates, proteins and lipids, and the synthesis of lipids, neurotransmitters, steroid hormones, porphyrins and hemoglobin.

Riboflavin - Vitamin B2 is important to energy metabolism (processing nutrients like protein, fat, carbohydrate to a form of energy that the body can use normal eyesight and healthy skin).

Thiamin - Vitamin B1 enhances circulation and plays a role in conversion of blood sugar.

Inositol - (often referred to as vitamin B8) is involved in a number of biological processes including: cytoskeleton assembly, nerve guidance, concentration control, cell maintenance, breakdown of fats, and reducing blood cholesterol. Inositol is also used to help fight many Psychiatric conditions.

Taurine - is a very important amino acid involved in a large number of metabolic processes and can become essential under certain circumstances. Taurine is important in the visual pathways, the brain, nervous system and cardiac function. It helps provide fast-acting energy that won't over stimulate the body.



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PUNCH ENERGY DRINK – **INGREDIENTS**-continued

Zinc -is an anti-viral, anti-oxidant, and has good wound healing properties.

Caffeine - is useful as a cardiac stimulant and supports the processes in the central nervous system and muscles that enhance mental energy and focus in a fairly short period of time.

Glucuronolactone - is a naturally-occurring metabolite formed from glucose in the body. It helps eliminate harmful substances found in the body, fight fatigue, and provide a sense of well-being.

L-Carnitine - is a quaternary ammonium compound biosynthesized from the amino acids lysine and methionine. L-Carnitine is essential for the conversion of fatty acids into energy by oxidation.

GABA (gamma amino butyric acid) - Is an amino acid and the chief inhibitory neurotransmitter in the central nervous system and the retinas of humans, that regulates muscle tone and other functions - supports mental clarity and focus, aids in memory, nerve function, and muscle control.

Grape seed extract - Help to prevent and treat heart diseases such as high blood pressure and high cholesterol. By limiting oxidation, antioxidants in grape seed extract may help prevent changes, including damage to blood vessels that may contribute to the development of heart disease.

Rhodiola - It is effective for improving mood and alleviating depression. It improves both physical and mental performance, reduces fatigue, and prevents high-altitude sickness.

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