



New Red Bull

# SUMMER EDITION: KIWI TWIST



- Just in time for summer, Red Bull introduces new Red Bull Summer Edition, delivering the Wings of Red Bull with the taste of Kiwi Twist for a **limited time** – Memorial Day through Labor Day.
- The limited edition Red Bull Summer Edition has a light, summery taste and comes in a bright new can.
- The Red Bull Editions stand for taste and choice whether consumers are enjoying Red Bull while working, studying, traveling, playing or juggling the daily demands of life.
- Red Bull Vitalizes Body and Mind. Last year, 6 billion cans were consumed across the globe in more than 165 countries, with more than 2 billion of those consumed in the U.S. alone.
- The caffeine in Red Bull is comparable to a home-brewed cup of coffee with 114 mg of caffeine in a 12 fl. oz. can.
- Red Bull first expanded into flavors in 2013. The Red Bull Editions line includes Red Bull Red Edition (cranberry), Blue Edition (blueberry), Yellow Edition (tropical fruits), and new Orange Edition (tangerine).
- Red Bull first launched in Austria in 1987, creating the energy drink category.