

AUGUST 2026 NEW LINE OFFER

GIVE YOUR CUSTOMERS VARIETY...

TASTE IS THE #1 DECISION DRIVER FOR ENERGY DRINK CONSUMERS.
EXPAND YOUR OFFER IN THE FASTEST GROWING SUB SEGMENT IN THE
ENERGY CATEGORY*

**BUY 3 OR MORE VARIANTS
ACROSS THE RED BULL JULY NPD RANGE**



**AND RECEIVE A
FREE CASE
1 X 250ML OF SUMMER
OR SF CHERRY EDITION**



MUST PURCHASE A MINIMUM OF 3 VARIANTS. 1 DEAL PER CUSTOMER.

AUGUST 473ML OFFER

BUY 2 OR MORE CASES ACROSS ANY 473ML VARIANTS*

AND RECEIVE

\$4 OFF

PER CASE OF RED BULL 473ML VARIANTS.

RECOMMENDED PROMOTIONAL PRICE 2 FOR \$9.50

RED BULL 473ML IS THE #1 BEVERAGE SKU IN THE AUSTRALIAN CONVENIENCE MARKET[^]



[^]MRI AU CONVENIENCE SCAN, DOLLARS, MAT TO 31/12/24

*NON-BANNERED TRADE CUSTOMERS ONLY. DEAL OFFER VALID WHEN YOU PURCHASE ANY 2 OR MORE CASES OF RED BULL 473ML VARIANTS. MAXIMUM 32 CASES. PROMOTION AVAILABLE 1ST AUGUST - 31ST AUGUST 2026. RECOMMENDED PROMOTIONAL PRICE 2 FOR \$9.50 ON 473ML VARIANTS. OFFER INCLUDES RED BULL ENERGY DRINK 12X473ML, RED BULL ZERO 12X473ML, RED BULL BERRY EDITION 12X473ML, RED BULL SUGAR FREE 12X473ML, RED BULL RED EDITION 12X473ML, RED BULL SUMMER EDITION 12X473ML, RED BULL LILAC EDITION 12X473ML, RED BULL WINTER EDITION 12X473ML, RED BULL SUDACHI LIME 473ML, RED BULL SUGAR FREE CHERRY SAKURA, RED BULL 4X473ML CASE, RED BULL SUGARFREE 4X473ML CASE.

AUGUST 355ML OFFER

**BUY 2 OR MORE CASES
ACROSS ANY 355ML VARIANTS***

AND RECEIVE

\$5 OFF

PER CASE OF RED BULL 355ML VARIANTS.

RECOMMENDED PROMOTIONAL PRICE 2 FOR \$8.50

**ACCELERATE YOUR CATEGORY GROWTH WITH RED BULL
355ML THIS AUGUST**



*NON-BANNERED TRADE CUSTOMERS ONLY. DEAL OFFER VALID WHEN YOU PURCHASE ANY 2 OR MORE CASES OF RED BULL 355ML VARIANTS. MAXIMUM 32 CASES. PROMOTION AVAILABLE 1ST AUGUST – 31ST AUGUST 2026. RECOMMENDED PROMOTIONAL PRICE 2 FOR \$8.50 ON 355ML VARIANTS. OFFER INCLUDES RED BULL ENERGY DRINK 355ML AND RED BULL SUGARFREE 355ML.

AUGUST 330ML BOTTLE OFFER

**BUY 1 OR MORE CASES
OF ED OR SF 330ML***

AND RECEIVE

\$5 OFF

PER CASE.

RECOMMENDED PROMOTIONAL PRICE 2 FOR \$8.50



**MID SIZE ENERGY IS THE FASTEST GROWING PACK
GROUP IN THE P&C CHANNEL, WITH RED BULL MID
SIZE PRODUCTS CONTRIBUTING 15% OF GROWTH IN
THIS PACK GROUP*.**

**EXPAND YOUR RANGE IN
THIS PACK GROUP WITH
THE RED BULL BOTTLE.**

*NON-BANNERED TRADE CUSTOMERS ONLY. DEAL OFFER VALID WHEN YOU PURCHASE 1 OR MORE CASES OF ED RED BULL 330ML OR SF RED BULL 330ML. PROMOTION AVAILABLE 1ST AUGUST TO 31ST AUGUST 2026. MAXIMUM OF 30 CASES PER CUSTOMER. RECOMMENDED PROMOTIONAL PRICE 2 FOR \$8.50 ON ED 330ML VARIANT. OFFER INCLUDES RED BULL ENERGY DRINK 330ML MAXIMUM 30 CASES/30 DEALS PER CUSTOMER.

SOURCE: CIRCANA, AU CONVENIENCE, ENERGY DRINK PRODUCTS, VARIOUS MEASURES, DATA TO MAT TO 01/12/24