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IN PEAK-LOAD MOMENTS,
HIGHLY CAFFEINATED BEVERAGES FEEL TOO LOUD, TOO
JAGGED, TOO MUCH. I NEED TO COME BACK TO THE DAY,
NOT BE LAUNCHED OUT OF IT — I WANT MENTAL CLARITY
THAT FEELS NATURAL AND SUSTAINED.

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- Sarah, 36-year-old "overstimulated knowledge worker" whose go-to caffeine leaves her jittery right when she needs focus most, and wants steady focus, not a spike

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FUZE TEA+

TARGET

Overstimulated knowledge workers (late 20s - 40s) who have hit a point of caffeine fatigue: they're sensitive to jitters and overstimulation and are drawn to "clean," botanical, natural propositions.

EDGE

Superior tasting, steadier kind of alertness that let's you settle back into the day instead of overshooting it.

REASON TO BELIEVE

Great taste, steadier, natural and sustained alertness – with tea and a touch of caffeine for the right invigoration or with Mate for lift balanced by L-theanine, rather than a loud, jagged caffeine hit.

INGREDIENTS

2 Tea-based variants:

- **Low-calorie** black tea, natural flavors, refreshing plants and botanicals
- Berry Acai & Strawberry Mint
- **Caffeine blend from tea and green coffee beans**, Vitamins B3 & B5 to help support energy and reduce fatigue

1 Mate-based variant:

- Synaptigen™ Complex: a botanical blend of 100mg L-theanine from Green Tea, boosted with Schisandra and Acerola plus Choline – for steady focus.



Stay focused with
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Fuze Tea Plus

SUSTAINED INVIGORATION



CONCEPT

Target Audience:

Overstimulated knowledge workers (late 20s to 40s) who have hit caffeine fatigue — sensitive to jitters, wanting their afternoon slump fixed without adding more noise, and drawn to “clean,” botanical, natural-sounding functional claims over harder-edged energy positioning.

Insight:

“When I experience these peak-load moments, coffee already peaked. My mind feels scattered and foggy... highly caffeinated beverages feel too loud, too jagged, too much. I only want mental clarity that feels natural and sustained.”

EDGE

Superior tasting, steadier kind of alertness that let’s you settle back into the day instead of overshooting it.

BENEFITS

Natural, sustained mental clarity for everyday slumps.

INGREDIENTS

- **2 tea variants:** low-calorie black tea with natural flavors & botanicals (Berry Acai, Strawberry Mint); caffeine from tea & green coffee, Vitamins B3 & B5
- **1 Mate variant:** Synaptigen™ Complex — 100mg L-theanine from Green Tea, boosted with Schisandra, Acerola & Choline for steady focus

FEASIBILITY AND DESIRABILITY

- Standard aseptic line
- Relatively high MOQ due to specialty ingredients
- 2 developed recipes 330 ml / 500 to align with caffeine regulation and claims.

CLAIM

- **B3 & B5** Reduction of tiredness and fatigue – normal energy-yielding metabolism.
- **Coffee** from Green Coffee Beans
- **Synaptigen** subject to EFSA approval.

OCCASION X CHANNEL X PACKAGES

Pick-me-up for lower-energy moments x OTG, drugstores, University & Company canteens, HORECA x 330ml can