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**WORKING OUT REGULARLY IS A KEY PART OF MANAGING
MY OVERALL WELLNESS, BUT WHEN LIFE GETS HECTIC,
FINDING THE ENERGY TO GET GOING FEELS TOUGH.
I NEED SOMETHING THAT PROVIDES A BOOST OF ENERGY.**

”

Nate, 30-year-old "Playmaker" & workout enthusiast who keeps his workouts non-negotiable even when life gets hectic, and wants an energy boost to actually get him going

POWERADE[®]
+PLUS



POWERADE PLUS

CAFFEINATED SPARKLING

TARGET

“Playmakers” & “workout enthusiasts” – looking for a mental and physical energy boost - the right fuel to get the most out of their day or workout, push past fatigue, or staying sharp when day gets busy.

EDGE

Powerade offers a blend of electrolytes for hydration, with caffeine to give a boost of energy. Lightly carbonated to lift you up with the very first sip.

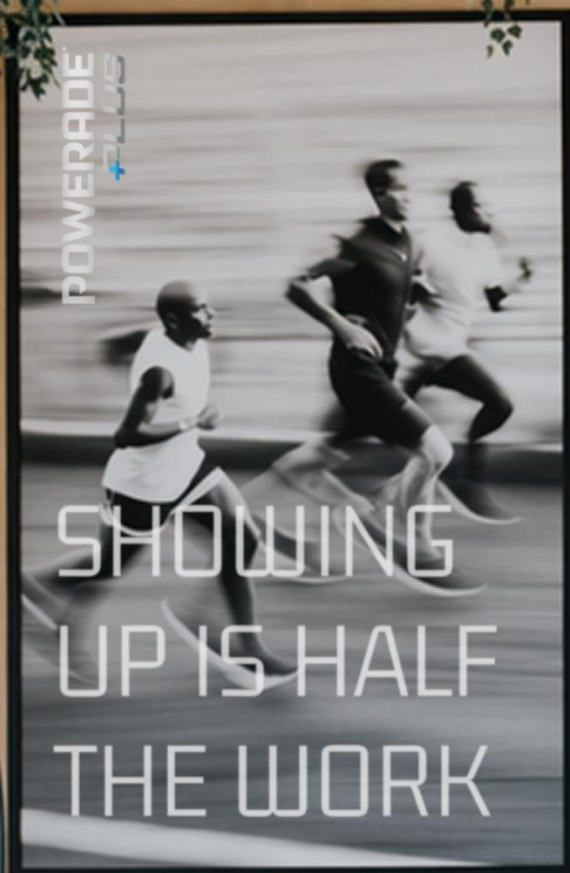
REASON TO BELIEVE

A mix of electrolytes and caffeine, with light carbonation for functional and sensorial uplift.

INGREDIENTS

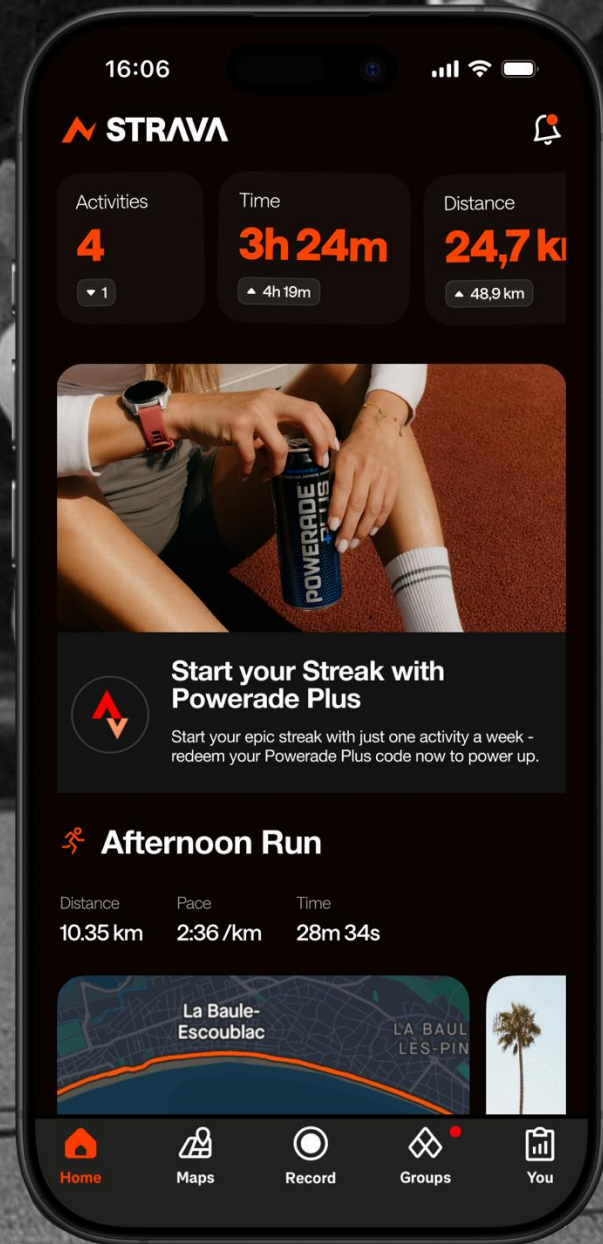
- 100mg caffeine + B vitamins to help fight fatigue
- Electrolytes for hydration
- Lightly carbonated
- In beloved Mountain Blast taste
- Low Cal





POWERADE[®]

PLUS





Powerade Plus: Caffeinated Sparkling

SUSTAINED INVIGORATION



Should not be positioned as energy drink but as a hydration-focused sports beverage with added caffeine and fatigue reduction benefit from vitamin B3



CONCEPT

Target audience:

“Playmakers” & “workout enthusiasts” – looking for a mental and physical energy boost - the right fuel to get the most out of their day or workout, push past fatigue, or staying sharp when day gets busy.

Insight:

“ Working out regularly is a key part of managing my overall wellness, but when life gets hectic, finding the energy to get going feels tough.”



EDGE

Scientifically formulated with electrolytes for hydration, plus B vitamins and caffeine to fight fatigue. Lightly carbonated to feel it from the very first sip.



BENEFITS

Hydration and energy in one.



INGREDIENTS

- 100mg caffeine + B vitamins to help fight fatigue
- Electrolytes for hydration
- Lightly carbonated, in beloved Mountain Blast taste
- **Low Cal**



FEASIBILITY AND DESIRABILITY

- Line trial (in can pasto) in Sept to confirm bottler capabilities and can compatibility requirements. Medium Risk
- Estimated Launch: Q2 2027 (April)



CLAIM

- With Electrolytes.
- With Vitamin B3 to fight fatigue.
- With Caffeine



OCCASION X CHANNEL X PACKAGES

Pre-workout, breaks
x Retail & Convenience x
330ml can