



MEDIA RELEASE

AUSTRALIA'S KANGURU ENERGY DRINK RECOGNISED AS A WORLD LEADER IN INNOVATION

26 October 2018: Australian-made Kanguru Energy Drink has taken the local market by storm and now its innovative formula is being recognised on the world stage with the brand in the running for two global awards less than six months after launching.

Kanguru Energy Drink, produced by Red Kangaroo Beverages, is a finalist in two categories – Best Brand/Marketing Campaign and Best Sports/Energy Drink - of the World Beverage Innovation Awards 2018.

Dr David Kitchen, founder and CEO of Kanguru, says it is an incredible achievement and wonderful recognition for the four years it took to develop the zero-sugar, anti-crash drink.

“To be a finalist amongst such a vast worldwide contingent of beverages, speaks volumes as to the uniqueness and quality of the Kanguru product,” he says.

“What a great day for Australia to be recognised on the world stage as the home of the development and manufacture of such an innovative new drink. Kanguru is truly the energy drink evolved.”

It caps off a remarkable first six months for Australia's first locally owned and produced energy drink. Kanguru - launched with a smart campaign urging people to “BE MORE” every day. Already has more than 1000 stockists across the country and is in planning to take the brand global, with markets in South Korea and the US currently being explored.

Dr Kitchen, a Queensland-based ophthalmologist, says his mission was to create an energy and vitality drink that offered tangible benefits for people's overall physical and mental wellbeing.

“Drinks are today viewed as tools to improve health, function and performance, not just as sources of pleasure or refreshment,” he says.

“Increasingly, consumers are also demanding transparency of health claims, and sugar is now the most concerning ingredient for consumers.”

Kanguru's clean, smart formula includes five premium botanical ingredients – Korean Red Ginseng, Yerba Mate, Guarana, Schisandra and Green Tea – as well as 6 complex B vitamins and taurine. More than 90 per cent of the caffeine is delivered directly from the botanicals.

The World Beverage Innovation Awards, run by FoodBev Media, received 241 entries from 28 countries. FoodBev Media's senior marketing executive Matt Ferris says the awards highlight some of the most ambitious new drinks and developments of the year and provide insight into the future direction of the beverage industry.

In the category of Best Sports/Energy Drink, Kanguru is up against Israel's Matok V'Kal Ltd's Energy Spray Drink and Virtue Drink's Virtue Energy Water from the UK.

Kanguru has also been shortlisted for its marketing campaign, designed to establish the brand as a premium product with an aspirational philosophy driven by the desire to help people to BE MORE.



Kate Dalwood, Chief Marketing Officer of Red Kangaroo Beverages said that the campaign that was developed wanted to break the traditional role of energy drinks in marketing.

“At its heart was the key positioning of ‘Be More’ encouraging people to recognise their own strengths and pursue them with Kanguru’s support,” she said.

Dr Kitchen says Kanguru is creating a new market opportunity through offering unique benefits to consumers looking for cleaner, smarter energy drinks.

“Four years and almost 2000 samples in development, Kanguru is a paragon of formulation, functionality, purpose and taste,” he says.

The winners of the World Beverage Innovation Awards 2018 will be announced at a ceremony in Nuremberg, Germany, on November 14.

Kanguru has a RRP of \$4.95 and the growing number of available stockists can be found here: <http://www.kanguruenergy.com.au/stockists/>

For more information visit www.kanguruenergy.com.au.

Interviews are available with David Kitchen and Kate Dalwood from Kanguru.

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PRODUCT INFORMATION:

The great tasting scientifically designed Kanguru formulation includes a lot to celebrate and nothing to hide.

- 5 natural botanicals – Korean Red Ginseng, Yerba Mate, Guarana, Schisandra and Green Tea.
- 6 B-vitamins including B1 (Thiamine), B2 (Riboflavin) B3, (Niacin), B5 (Pantothenic Acid), B6 (Pyridoxine) and B12 (Cyanocobalamin).
- Taurine and Caffeine.
- Over 90% of the Caffeine is derived naturally through our botanicals
- Natural flavours.
- No sugar
- SEE ATTACHED PRODUCT SHEET FOR MORE INFORMATION, or download <https://bit.ly/2ICII7g>

ASSETS

- Product images: <https://bit.ly/2It7w4M>
- Video: <https://bit.ly/2KH8GqQ>
- Marketing assets: <https://we.tl/t-t2y02ZxLkW>
- Award information: <https://www.foodbev.com/news/world-beverage-innovation-awards-2018-finalists-announced/>