



KANGURU® THE ENERGY DRINK EVOLVED

Kanguru® is the first Australian owned, scientifically created energy drink that delivers cleaner, smarter energy and a range of wellbeing benefits through the combination of Chinese, Korean and South American botanicals, complex B vitamins and with zero sugar so you can get more out of each day.



WHAT'S INSIDE?

- 5 natural botanicals - Korean Red Ginseng, Yerba Mate, Guarana, Schisandra and Green Tea.
- 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.

THE GREAT TASTING SCIENTIFICALLY DESIGNED KANGURU® FORMULATION INCLUDES A LOT TO CELEBRATE AND NOTHING TO HIDE.

NUTRITION INFORMATION

Servings per pack: 1 Serving size: 250 mL	Average Quantity / serving	Average Quantity / 100 mL
Energy	110 kJ	44 kJ
Protein	1.0 g	0.4 g
Fat, total	0.0 g	0.0 g
- Saturated	0.0 g	0.0 g
Carbohydrate	1.5 g	0.6 g
- Sugars	0.0 g	0.0 g
Dietary Fibre	0.0 g	0.0 g
Sodium	58 mg	23 mg

COMPOSITION INFORMATION

Taurine	1000 mg	400 mg
Caffeine	80 mg	32 mg
Vitamin B3 (Niacin)	7.5 mg	3 mg
Vitamin B5 (Pantothenic acid)	2.5 mg	1 mg
Vitamin B6 (Pyridoxine)	0.83 mg	0.33 mg
Vitamin B2 (Riboflavin)	0.6 mg	0.24 mg
Vitamin B1 (Thiamine)	0.58 mg	0.23 mg
Vitamin B12 (Cyanocobalamin)	5 µg	2 µg
Yerba Mate	375 mg	150 mg
Guarana	300 mg	120 mg
Korean Red Ginseng	225 mg	90 mg
Schisandra	100 mg	40 mg
Green Tea	50 mg	20 mg

Formulated Caffeinated Beverage.

Ingredients: Carbonated water, Xylitol, Acidity Regulators (Citric Acid, Sodium Citrate), Taurine, Natural Flavour, Yerba Mate, Guarana, Korean Red Ginseng, Natural Colour (Anthocyanin), Sweeteners (Steviol Glycosides, Acesulphame Potassium, Sucralose), Schisandra, Preservative (Sodium Benzoate), Green Tea, Antioxidant (Sodium Ascorbate), Stabiliser (Xanthan Gum), Caffeine, Vitamin B3, Vitamin B5, Vitamin B6, Vitamin B2, Vitamin B1, Vitamin B12.

KANGURU® PRICING & SPECIFICATIONS



PRICING

RRP \$4.95 Including GST

List Price



Carton



SPECIFICATIONS

250ml x 4 Pack

250ml x 24 Carton

Pallet Dimension 128 Cartons



DIMENSIONS

4-PACK WRAP = 105mm x 105mm x 135mm, 17.1g

6 PACK OUTER = 329mm x 222mm x 140mm, 135.5g

CAN = 9.3g, CAN END = 2.5g

GROSS WEIGHT FOR A CARTON = 6.65 +/- 0.05 Kg
(plus weight of tack, net content variations etc.)

PALLET 128 CARTONS = 8 layers, 16 cartons per layer
(star pattern)

STANDARD PALLET = 1165 x 1165mm x 150mm

Each carton is tacked into the patterns at 2 points

PALLET UTILIZATION = 94.6%

SUMMARY

KANGURU® WILL BROADEN THE PURCHASING DEMOGRAPHIC IN THE CATEGORY ADDING INCREMENTAL VALUE TO YOUR BUSINESS UNIT.

- The brand message is well supported with a sophisticated advertising and promotional campaign driving trail, driving the sale.
- Through the line campaign covers the channels from Television down to point of purchase.
- The brand will turn around an underperforming 250ml segment suffering from simple up-trading to large pack offers.
- It will breathe new life into mature category.
- The brand will meet category average margin contributions.
- Ultimately it will lift topline category revenue and profit performance incrementally.

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