

YOUR NATURAL ENERGY DRINK TO GET SH*T DONE

buddy





A family story

Created by three brothers tired of the existing market offerings, filled with sugar and harmful artificial ingredients.

The range



Ginger Lemon



Pomegranate hibiscus



Mango Passion

Buddy, 100% natural beverages made from superfoods that enhance concentration and energy.

- ♥ 100% natural ingredients
- ♥ Certified organic
- ♥ 2 organic superfoods
- ♥ Transparent packaging highlighting the composition
- ♥ 4x less sugar*
- ♥ 3.5x fewer calories*
- ♥ Zero harmful ingredients
- ♥ Competitive RRP: €1.79**

Our superfoods



122mg of **Ginkgo Biloba**, which helps maintain cognitive functions, memory, and concentration.



825mg of **Guarana**, containing 80mg of natural caffeine, helps reduce fatigue.

buddy vs your exes

	buddy	TENZING	Red Bull	monster ENERGY
Caffeine source	Organic guarana	Mix of herbal extract	Artificial caffeine	Artificial caffeine
Caffeine (mg)	80	80	80	80
Sugar (g/100ml)	2,7	4,5	11	11
Calories (/100ml)	13	19	46	47
100% natural ingredients	Yes	Yes	No	No
Others advantages :	Focus Long & steady energy	X	X	X
Yuka	65	33	18	0

Meets market trends

EUROMONITOR

A rapidly growing segment for

- ♥ Natural products
- ♥ Organic products
- ♥ Low-sugar products
- ♥ Fruit-flavored products
- ♥ Functional products

Yuka : 65

Positives		per 100 mL
Organic	No synthetic herbicides	✓
Saturates	No saturated fat	0g ✓
Salt	Low salt	0.01g ✓
Energy	Low impact	13 kcal ✓
Sugar	Low impact	2.1g ✓
Additives	No harmful additives	1 ✓

Buddy perfectly aligns with market trends for growth and has already proven itself in Belgium & Netherlands.

*Compared to ordinary energy drinks.

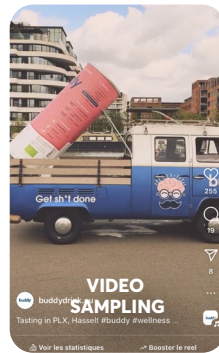
**The recommended retail price is provided for informational purposes only; the distributor is solely responsible for setting their sales prices.

Activation

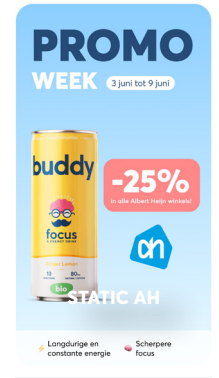
PLV



Sampling



Online ads



Promo



Impressive results: 2000 POS



Sales* rate per SKU

BELGIUM & NETHERLANDS

Proxy

14

Super

8

Hyper

8**

Store turnover rate increases by 4.2 times when Buddy is in the fridge.

Why choose Buddy?

- ♥ Perfectly positioned to address trends
- ♥ Proven track record and validated retail strategy
- ♥ Unique online advertising strategy to drive in-store traffic
- ♥ Brings new customers to the category
An audience conscious of what they consume, including a female audience
Data from Albert Heijn
- ♥ Winner of several awards
Best innovation at Anuga
Design award at the Pentawards



*Average Weekly Sales

**Data provided by Auchan