

YOUR PROFIT ROCKETS.



STOCK UP NOW

CATERING

ENERGISE YOUR SALES

Sports and Energy is the
**FASTEST-GROWING
SOFT DRINKS
CATEGORY**
in the UK¹



Red Bull is the
**BEST SELLING
ENERGY DRINK
IN THE UK**

with 5 cans being sold every
second & 1 Red Bull Sugarfree
every second too²

22%



Outlets stocking both **Energy
Drink** and **Sugarfree** see a
22% INCREASE IN SALES³



Tiredness is the UK's
**#1 day-to-day health
concern**⁴

RED BULL IS THE #1 CHOICE

NO.1

RED BULL IS THE **#1 SPORTS
AND ENERGY BRAND**
IN CATERING⁵



69%

69% OF ENERGY DRINK
CONSUMERS **DRINK
THEM AT WORK**⁶



**RED BULL EDITIONS ARE
A KEY DRIVER OF
SOFT DRINKS GROWTH
IN CATERING, WITH SALES
NEARLY DOUBLING YOY**⁷

82%

82% OF ENERGY DRINK
CONSUMERS WOULD VISIT
A CATERING SITE MORE
OFTEN IF ENERGY DRINKS
WERE AVAILABLE⁸

¹ SPORTS AND ENERGY IS THE FASTEST GROWING SOFT DRINKS CATEGORY IN THE UK

² RED BULL IS THE BEST SELLING ENERGY DRINK IN THE UK, WITH 5 CANS BEING SOLD EVERY SECOND & 1 RED BULL SUGARFREE EVERY SECOND TOO

³ 8 IN 10 ENERGY DRINK CONSUMERS WOULD BUY RED BULL AT WORK, AND SAY ENERGY DRINK AVAILABILITY WOULD DRIVE MORE FREQUENT VISITS.

⁴ TIREDNESS IS THE UK'S #1 DAY-TO-DAY HEALTH CONCERN

⁵ CGA VALUE SALES AND MARKET SHARE, MAT DATA UNTIL 31/08/2025

⁶ GLOBAL INSIGHTS REPORT CATERING 2023

⁷ SOURCE: CGA, VALUE SALES MAT TY VS YA, DATA UNTIL END-SEPT 2025

⁸ C.30 IF ENERGY DRINKS WERE AVAILABLE ON SITE AT YOUR COMPANY AT A SIMILAR PRICE AS YOUR USUAL OUTLET, WOULD YOU CONSIDER GETTING ENERGY DRINKS ONSITE? N=527