

WHAT IS RED BULL?

Red Bull is an energy drink sold by the Austrian Red Bull GmbH. It was created as an adaptation of the Thai energy drink Krating Daeng (which translates as “Red Bull”) and introduced in 1987. Based on market share, it is the most popular energy drink in the world. Red Bull’s slogan is “it gives you wings” and the product is aggressively marketed through advertising, tournament sponsorship (Red Bull Air Race, Red Bull Crashed Ice), sports teams (Red Bull Racing, Scuderia Toro Rosso, EC Red Bull Salzburg, FC Red Bull New York, RB Leipzig), endorsements, and with its record label, Red Bull Records, music. In 2009 it was discovered that Red Bull Cola exported from Austria contained trace amounts of cocaine. Red Bull has also been the target of criticism concerning the possible health risks associated with the drink.



RED BULL COMPANY
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GET YOUR BULL ON...

CAFFEINE

Caffeine is known for its beneficial effects on mental and physical functions. It has been shown to improve e.g. reaction speed, alertness and concentration. Caffeine also stimulates fat-burning during endurance activities and thereby helps to use fat stores in the body which results in a more efficient supply of energy.

Caffeine is contained in many food-stuffs such as coffee tea or chocolate. One can of Red Bull Energy Drink contains approximately the same amount of caffeine as a cup of coffee.



B-GROUP VITAMINS

B-group vitamins play an important role in energy metabolism, such as the build-up and break-down of carbohydrates, fat and protein. B vitamins are also shown to support mental and physical performance.

MORE THAN JUST A MYTH

Red Bull is an Energy Drink that works.

Red Bull Energy Drink has always been and always will be more than just a hot secret for the night owl and the non-stop party-animal. It is appreciated by a wide range of people, such as the overworked taxi driver, the stressed manager, the exam-anxious student and the pressured journalist.... It is used by surfers in the summer and snowboarders in the winter.

For day or night, for job or fun. People who need more energy learn to value Red Bull Energy Drink. And the number of people who do is increasing all the time.



PROOF

Numerous scientific studies in the fields of sports medicine, internal medicine and psychology confirm the effects described for Red Bull® Energy Drink.

EFFECTS

Red Bull® Energy Drink is a functional beverage, specially developed for periods of increased mental and physical exertion. It can be drunk in virtually any situation: during sports, at work, whilst driving and during leisure activities.

Red Bull® Energy Drink:

- increases performance
- increases concentration and speed
- improves vigilance
- improves the emotional status
- stimulates metabolism

