



ZOA was developed to inspire and fuel. Introducing a well-rounded energy drink crafted to ignite bold action and inspire others to get involved.
ZOA is one of the MOST complete energy drinks!

BRAND HIGHLIGHTS

- Wild Orange is ZOA's #3 ranking sku
- Energy Drinks are the fastest growing Non-Alc Beverage Category experiencing healthy growth year after year.

PRODUCT SPECIFICATIONS

- **STYLE:** Wild Orange Energy Drink
- **CALORIES:** 10
- **CARBS:** 2g
- **ABV:** N/A
- **MALT:** N/A

PLACEMENT:

Adjacent to Celsius/Alani Nu

PRICE GUIDANCE:

At parity with Celsius/Alani Nu

SKUs

52-week
shelf life



12OZ
SLIM CAN



12PK 12OZ
SLIM CAN



BRAND STORY

Introducing a well-rounded energy drink crafted to ignite bold action and inspire others to get involved. ZOA is here to light a spark inside you with a cleaner energy formula. Crafted to help you reach your potential and inspire others to reach just as high.

BRAND FACTS

- ZOA is the fastest healthy energy drink to reach \$50MM in sales
- Founded by Dwayne “The Rock” Johnson, Dany Garcia, and Dave Rienzi
- Delivers 100% DV of Vitamin C, 190 MG of BCAAS, 6 B Vitamins, and electrolytes for hydration per 12oz can

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- **ABV:** N/A
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PRODUCT DETAILS	
STYLE	Wild Orange Energy Drink
TARGET CONSUMER	Diverse, Heath Conscious, Exercise Enthusiasts, Married w/Young Kids, Adventurous consumers age 25-29
MARKETS	National
NUTRITION PROFILE	10 calories /12oz, 2g carbs
ABV	N/A
OSKU	708075
PACKAGE DIMENSIONS/ WEIGHT	6.2”H x 2.3”L x 2.3”W / 0.75 lbs
CASE DIMENSIONS / WEIGHT	6.5”H x 9.3”L x 7”W / 10.5lbs
UNITS PER PALLET	1560 cans
LAYERS PER PALLET	5
UNITS PER LAYER	312 cans
SHELF LIFE	52 weeks
PRICING GUIDANCE	At parity with Celsius/Alani Nu
PLACEMENT	Adjacent to Celsius/Alani Nu



Wild Orange Unit UPC

Wild Orange Case UPC



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