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

- Tropical Punch is ZOA's #1 ranking sku
- Energy Drinks are the fastest growing Non-Alc Beverage Category experiencing healthy growth year after year.

PRODUCT SPECIFICATIONS

- **STYLE:** Tropical Punch 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

Last updated 06/03/25

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

PRODUCT SPECIFICATIONS

- **STYLE:** Tropical Punch
- **COLOR:** N/A
- **CALORIES:** 10
- **CARBS:** 2g
- **ABV:** N/A
- **MALT:** N/A

PRODUCT DETAILS	
STYLE	Tropical Punch 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	708077
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

Tropical Punch Unit UPC

Tropical Punch Case UPC

8 50021 01543 5

8 50021 01549 7

850021015435

850021015497

Last updated 06/03/25