



## Monster Energy “Unleash The Beast”

- Introduced:** April 2002 (AB distributing partnership since 2006)
- Category/Style:** Non-Alcohol – Energy (MONSTER and LOCARB), Energy + Juice (KHAOS and M80) & Energy + Cola (ASSAULT).
- Taste Profile:** It's a wicked megahit that delivers twice the buzz of a regular energy drink.
- Ingredients:** Taurine, ginseng and caffeine.
- Sponsorship Highlights:** Monster currently sponsors a number of athletes and bands. Ricky Carmichael, Robby Gordon, Dave Mirra, Jeremy McGrath and Kenny Bernstein are just a few of the athletes under the Monster brand. Bands under the Monster brand include Rob Zombie and Static X, as well as musical tours Ozzfest and the Warped Tour.
- Packaging:** Available in 8.3ounce and 16ounce aluminum cans.
- Interesting Facts:** The energy drink category has grown 43.9 percent in 2007. Since 2002, Monster Category Share is up 22 percent, while the leading energy drink's share is down 18 percent. Monster has grown 2098 percent in the last 5 years.

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