



# Energizer

Feel the energy.  
Taste the tropics.



In Europe, the demand for energy drinks is stronger than ever, with energy boosts remaining the top priority for consumers. Over 40% of people frequently experience fatigue, and energy is a growing concern for many. Energy drinks remain among the top three food and beverage choices for preventing low energy levels and combating tiredness.<sup>1</sup>



Download the leaflet

1. Global health concerns study, dsm-firmenich, 2023

# Energizer

This is the classic tropical flavored energy drink you love, now made with all-natural ingredients. It's designed to keep you going when you need it most. We add B vitamins, delivering minimum 15% of their NRV per can, ensuring your body gets the essential nutrients it needs to stay at its best. Altogether, it's an energy drink crafted to fuel your performance and keep you feeling refreshed.



## Target audience

Real energy drinks seekers & fans that are excited and delighted to try new boosting energy drinks

## Benefits

- Vitamins B3, B5, B6 and B12 contribute to the reduction of tiredness and fatigue and normal energy-yielding metabolism
- A kick of energy with 300 ppm of caffeine

## Ingredients list

Water, sugar, acidifier: citric acid; natural flavors, acidity regulator: trisodium citrate, colorants: caramel E150c & beta-carotene; caffeine 0,03%, antioxidant: ascorbic acid, preservative: potassium sorbate, vitamins B3, B5, B6 & B12.

## dsm-firmenich solutions

- ✓ **A Tropical blend** consisting of a fresh & zesty lime and a sweet & juicy pineapple flavor, all natural...
- ✓ **TasteGEM® SW Mouthfeel** a high-performance natural flavor solution that improves taste & palatability
- ✓ **Nutritional premix** containing B3, B5, B6, B12 that contributes to the reduction of tiredness and fatigue and normal energy yielding metabolism in combination with 300ppm of caffeine
- ✓ **Beta-carotene** natural carotenoid produces a natural looking yellow color to fit the tropical flavor in combination with caramel

## Nutrition facts per 100 mL

			EU-NRV
Energy	24 Kcal	Vitamin B3	47%
Proteins	0 g	Vitamin B5	31%
Fat	0 g	Vitamin B6	135%
Sugars	5 g	Vitamin B12	75%
Sodium	0 g		
Caffeine	30 mg		

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