I completely understand your concerns regarding the price of Red Bull compared to other energy drinks, but let me tell you why Red Bull continues to be a leader in the energy drinks. When people think of energy drinks, Red Bull is the first name that comes to mind—it’s not just a product; it’s a brand synonymous with quality and energy. The price reflects its global reputation, consistent taste.

It’s very rare that customers choose cheaper alternatives over Red Bull simply because of price. People associate Red Bull with reliability and a unique flavor that competitors struggle to match. If you keep other variants like sugar-free and the popular Yellow Edition, people tend to order at least one variant.

I also understand that you’ve observed customers not asking for Red Bull directly in your bar. This is often an awareness issue rather than a lack of demand. A simple solution could be to promote the product more visibly. Placing a small yet noticeable Red Bull poster or menu inclusion can encourage your customers to choose it. Placing a branded cooler near high-traffic areas like the dining section or dance floor can attract impulse buyers. Red Bull also makes an excellent mixer, and with the right visibility, it can become a go-to choice for your customers.

Finally, offering a high-quality, globally recognized brand like Red Bull in your bar shows your commitment to providing premium options. Bars that stock Red Bull are seen as places that cater to discerning customers, which helps elevate the bar’s reputation. Over time, this can help you attract and retain high-value customers who appreciate having the best options available.

I’m confident that introducing or highlighting Red Bull in your bar will not only satisfy existing customers but also open doors to new opportunities for growth and loyalty. Let’s work together to create a plan that makes it easy and profitable for you to offer Red Bull.

Redbull’s sample version

Hi Lorena, it's [Name], thank you so much for taking the time to meet with me and walk me through your needs and concerns.

I wanted to follow up with you after our initial meeting with some food for thought about the concerns you raised, and then find a convenient time for us to get together again. In our first meeting, you were gracious enough to give me some great background on Bar 7, your customers, and the market conditions you are dealing with, I really appreciate it. I want to make sure I am helping you be as successful as possible and knowing your customers and your business challenges helps me use my time and available resources most effectively. You expressed a number of challenges and concerns, and I think I heard two main ones you are most concerned about. One, that Red Bull is more expensive than other energy drinks, and two, that customers are not asking for Red Bull when ordering drinks in your bar. Please let me know if I did not hear you fully on those.

If it is ok with you, I’d like your permission to get together again and bounce some ideas I have off of you, because I think the concerns you raise could actually be great opportunities for both of us. For example, we find that although we are priced at a premium compared to other energy drinks, customers are willing to pay a higher price for a more premium product like Red Bull and your cash margins would actually be higher. I know, that probably sounds hard to believe, but I have enough market and sales data from some of our other customers that I think I can convince you that is true.

Also, I see from our marketing data that Bar 7 is not currently taking advantage of a variety of point-of-purchase promotional programs, such as our mini fridge and our video screens, which I could provide and which we know from other customers are very effective at driving awareness and product requests. So I’d like to show you some data we have on that too, and get your thoughts on those and other ideas that might benefit you. Please let me know when a good time would be for me to come by Bar 7, and if it’s ok with you, I will bring one of our mini fridges with me so you can see its design and size and consider whether you would like one in Bar 7.

Lorena, thanks again for your time!