

CASHIER COOLERS

THINK SHOPPER

EXPANDING SHOPPERS BASE: MORE USERS

98% OF GROCERY SHOPPERS SAY THEY ARE LOOKING AT PRODUCTS AT THE CHECKOUT COUNTER AS IT GIVES THEM SOMETHING TO DO WHILE WAITING IN LINE



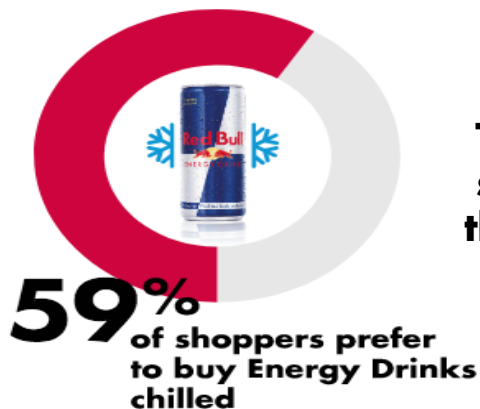
Base: For non users of energy drinks, Push for trial & awareness.

Every single shopper passes through the cashier & 98% of grocery shoppers state they are using in-line distractions to bide their time waiting to check out.

US_Front End Study_2015_Deichert Hampe Consulting 2015

CATEGORY INSIGHTS

CHILLED ADDITIONAL PLACEMENT INCREASES ED PENETRATION



Target these shoppers as they pass the check out.



Red Bull Global Source of Truth

WHAT IT MEANS TO YOU

OPPORTUNITY TO CONVERT NON-CATEGORY SHOPPERS



SITE A CASHIER COOLER

Drive shoppers penetration by ensuring the right single-serve ED assortment at the Cashier Cooler.

•SOURCE: CZ_Grocery Cashier Cooler Research 2016

