

Warm Greetings,

Lorena, I really had a good time with you in your bar with the great drinks you had for me even though we met for a cause of concern I loved them all. Okay I would firstly like to start by saying that all your concerns were genuine and justified and i didn't need anyone else to tell me that although i had to run all your concerns such as, it's expensive to other products on offer and customers don't ask for red bull specifically. I ran into all these concerns with my team and I have some things that I would like to suggest and run by you, most of these are suggested by me and trust me when I tell you this that all of these will genuinely help out your business. We at Red Bull not only focus on selling our products but think how our products can help our favorite business too. So firstly in hopes of you still keeping our products on your tab i would suggest you would get higher margins than the other products on the tab so we can discuss upon this later but you giving extra margin is definitely a done deal no worries, apart from that i would like to emphasize upon the point that Red Bull is global brand a brand that attracts the biggest crowd to the grandest events all over the world, you might be remembering the talk about red bull having an F1 team and that person who jumped from space all amassed large crowds and millions of views online, they were all red bull sponsored. If you keep red bull on your tabs you would not only pull in a great crowd but a young crowd too. For this to also happen we need to work on the marketing of your restaurant and the red bull product, if you are fine with it let's include ML's of red bull on your menu and you can decide the prices accordingly. Energy drinks are the future lorraine, i know you have built this business with a lot of hard work and i respect that and you of all people know that youth demands something hip and cool and a cool energy drink with an F1 car and multiple such endeavors is exactly what the youth loves and trust me red bull will make your bar even greater. I have some more suggestions for you to run by you. I was thinking we can organize weekly Red bull events where we can give the winners free red bull goodies and prizes and some tokens whatever you find suitable. This will bring in a lot of crowd to your bar too. We can discuss the games later as you are more proficient in making games as we know also. Lastly, before I forget we recently ran this campaign in a nearby restaurant and club, people loved red bull with certain other alcoholic and non alcoholic beverages in a cocktail. I'll bring those recipes along with me next time we both can try them and can put them as a daily special for your customers. So that was it from my side. Do right back to me soon and trust me all these ideas will work and we together will reach new heights. Can't wait to see you soon have those drinks with you again. Take care,

Sankul