



Monster Energy 12oz

creates an additional package size offering for the #1 energy drink in the US. It offers a smaller package size that bars, QSRs and casual dining restaurants have been asking for. The new 12oz size appeals to a broader consumer base, which should help drive sales.

FSOP TARGET CHANNELS

Bar/Tavern QSR Casual Dining



PRODUCT OVERVIEW

- PACKAGE: 12oz CAN
- EFFICACY: 120mg CAFFEINE
- SHELF LIFE: 2 YEARS
- FLAVOR OPTIONS: 2

THE 12oz CONSUMER OPPORTUNITY

Overall, energy drink buyers are in favor of the Monster 12oz package:

58% *Indicated they felt **Positive** about Monster 12oz*

49% *It is a good serving size - not too much!"*

Women responded they would be most interested in 12oz than larger sizes:

59% *Women preferred 12oz vs. 16oz & 24oz*



Monster Energy
12oz / 24-ct
UPC 070847000310

Monster Zero Ultra
12oz / 24-ct
UPC 070847037552