



## SOLO ENERGY LAUNCH: THE ICONIC AND ORIGINAL THIRST CRUSHER ENTERS NEW ERA

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Australia's most iconic and original thirst-crusher is stepping into a new era.

Today, SOLO launches a brand-new drink, SOLO Energy, a fresh spin on its iconic lemon flavour, now with guarana, caffeine and B-vitamins. SOLO Energy is built for Australians ready to *Crush Whatever's Next*.

For over 50 years, SOLO has been Australia's go-to lemon flavoured soft drink – shared at family BBQs, crushing thirsts during halftime, and cracked open on scorching summer days. But now... the thirst-crusher is energised!

"People know and love that thirst-crushing, SOLO lemon taste – it's iconic and delicious.

"We are thrilled to introduce SOLO Energy to Australians, the drink that now energises those thirst worthy moments.

"SOLO Energy is an energy drink first, but it still carries hints of that unmistakable SOLO flavour, said Jarrod Dooley, Asahi Beverages Head of Marketing Non-Alcoholic Brands.

"With SOLO Energy, we're carving out a new segment for one of Australia's most iconic drinks – it's not just our classic soft drink with an energy kick, SOLO Energy is a fresh take, now with the added boost to help you Crush Whatever's Next."

Entering the \$1.3 billion energy drinks category that is not only the fastest-growing segment in Grocery but also the largest in Petrol & Convenience, SOLO Energy aims to set itself apart and cut through a highly competitive market. With 31% of Australian households already purchasing energy drinks, SOLO Energy draws on decades of its Australian brand to deliver a product that feels both familiar and new.

SOLO Energy is available in 250ml and 500ml cans, and in both full sugar (with 5% crushed lemon) and zero sugar options. The 250ml can contains 75mg of caffeine, the equivalent of around a shot of caffeine in an espresso.

SOLO Energy is now available across petrol & convenience stores and from late June at Coles, Woolworths, and independent retailers.

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CRUSH WHATEVER'S NEXT™