



Ultra SKU

ULTRA CRUSHES THE COMPETITION



CREATIVE BY LEGENDARY ARTIST MARK "PINKY" TAYLOR

"Pinky's style reflects vibrant colors and dimensions influenced by music textures. His art narrates a harmonious tale of coastal roots and boundless creativity, now intertwined with Ultra's design elements."



CAN GRAPHICS THAT ONLY MONSTER ENERGY CAN DO

- STANDOUT ON SHELF
- ART FORWARD DESIGN
- COLOR CUES TIE TO FLAVOR PROFILE



24/16OZ ULTRA FANTASY RUBY RED

PRODUCT OVERVIEW

Flavor Profile:	Not too sweet, not too tart. Fresh pink Pamplemousse flavor that's light, citrusy, and super easy drinking
Calories:	10 calories per 16oz can
Efficacy:	150mg caffeine per 16oz can
Shelf Life:	2 years
Package:	24/16oz can
Pricing:	Align with Ultra Monster 16oz
Availability:	First ship: 1/1/2024 Launch: 2/12/2024

COMMERCIAL SUMMARY

Channel:	U.S. National/All Channels (Based on Priority Rank)
Initial Expectations:	Velocity = Ultra Strawberry Dreams 16oz Distribution = Ultra Strawberry Dreams 16oz
Target Distribution (within first 90D)	CR = 84% Green 16oz Did Buys, 70 ACV AOM = 58% Green 16oz Did Buys