



INTRODUCTION TO GUAMPA Energy

GUAMPA Refreshing Energy Drink contains Real Stevia™
With Caffeine. No Sugar. Low-calorie. Vitamin-rich.



The Idea

A New Energy Drink
– the 1st of its kind!

Target Group –

FEEL GOOD:

GUAMPA Energy with caffeine combines great refreshing taste in an energy drink that's low in calories, without sugar, vegan and enriched with vitamins.

THE 1st ENERGYDRINK EXCLUSIVELY SWEETENED WITH REAL STEVIA™!
ONLY 9KCAL/100 ML! NO SUGAR! WITH CAFFEIN!



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**Join the Stevi-olution!
From the Stevia plant –**

- To the Stevia extract -

- To GUAMPA Energydrink!

In the spirit of our time –
SUSTAINABILITY

We pay attention to sustainable
production and sustainable
economy !



Real Stevia™

WE DONATE
1 CENT
PER CAN



Contains Real Stevia™.
We donate 1 cent for every
sold can to a foundation that
supports the local farmers, so
they can cultivate stevia sus-
tainable.

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The New Generation of fresh Energy Drinks!

We are proud to revolutionize
the German energy drink
market further with our

GUAMPA Refreshing Energy Drink

**GUAMPA REFRESHING ENERGY
WITH REAL STEVIA™.**
WITH CAFFEINE. NO SUGAR.
LOW-CALORIE. VITAMIN-RICH.

Cut out sugar and sweeteners of chemical origin
and enjoy a refreshing energy drink made with
REAL STEVIA™! Sparkling refreshment crafted different:
GUAMPA Energy Drink with an excitingly fresh tangy-sweet
taste of pink grapefruit enriched with valuable B vitamin!

GUAMPA refreshing energy is extremely low on calories – only 37 kJ (9 kcal)
– and it is vegan, gluten- and lactose-free!

www.guampa-energy.de



Real Stevia™



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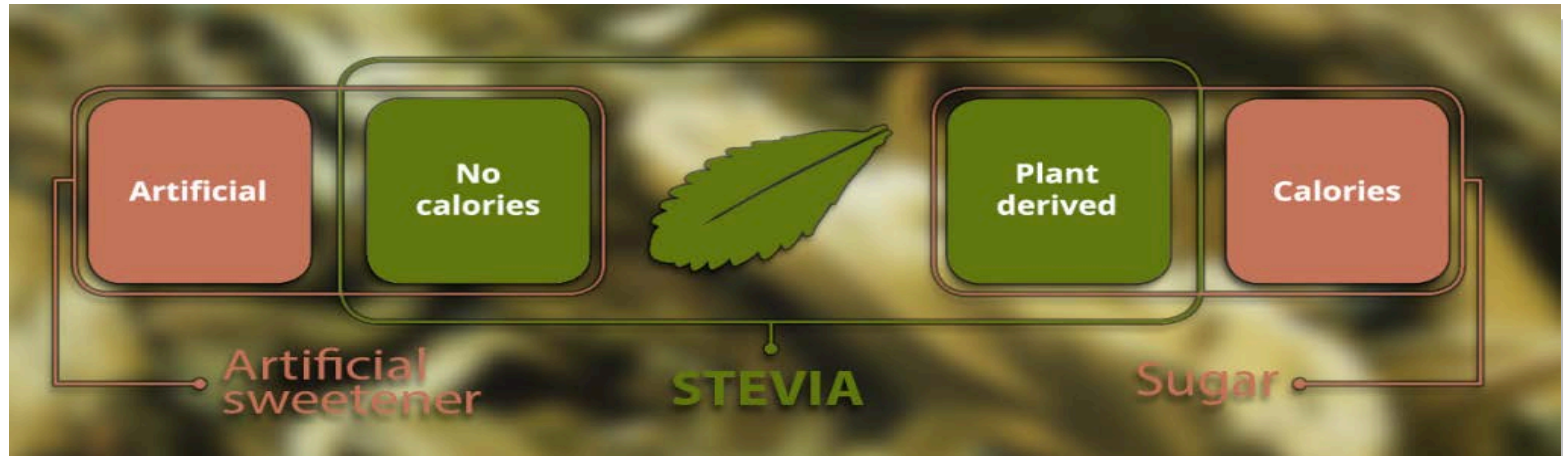


BE

- G** • 16 – 43 yrs old
- U** • 59% female
- A** • Health-aware & active
- M** • Aware of their responsibility for their own bodies (calories, sugar, taurine..etc)
- P** • Performance driven
- A** • In the spirit of our time

GUAMPA Energy drink is
for health-aware,
active individuals who are
looking for a caffeinated
refreshing beverage that they
can enjoy with good conscience.

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All owed to a plant sweet by nature called

Stevia rebaudiana, from Paraguay,

which provides the ideal conditions to grow a premium quality crop. The inspiration from Paraguay's vast nature is also reflected in our GUAMPA Logo.

“There's a sense of pride in the stevia plant in Paraguay, it's a part of their heritage and everyday life”

- – Wilmar Restrepo, Real Stevia TM Agriculture Director).

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DISTRIBUTION STRATEGY for GUAMPA Energy Drink

Retail Industry

Supermarkets, Newsstands,
kiosks, petrol-stations,
Shops, Dutyfree

New, Beating the afternoon
energy slump, **Impuls
buying**, Refreshing
Energy booster **with good
consciousness**, Lifestyle,
health aware

Online

GUAMPA Shop,
Fintosan.de,
Amazon

Health aware, transparent
(sustainability)
Targeting, "Green"
Energy, Fan
community/
Sponsoring eSports

Gastronomy

Restaurants, Catering-services,
beach-Bars, Bars, Cafeterias,
Lounges

Cool, Tasty Cocktail recipes,
Trendy, Stylish **with good
consciousness**, instead
cup of coffee, Beating the
afternoon **energy** slump

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Our Energy Drink: You & GUAMPA Energy!

Benefits for you:

We develop marketing strategies hand in hand with our partners and individualize marketing campaigns

**Partner-Ship
Trust**

- We learn about local specifics from our partners
- We benefit from each others experience and image

**Your network
Our Product**

**A new energy drink generation to
revolutionize the market further**

Vegan, sugarfree, gluten-free, lactose-free, taurine free, low in fructose, low in calorie and vitamin-rich

- Our healthier version of an energy drink is a fresh approach
- Modern concept of a dusty classic: Still 100% Energy Boost - yet 100% new Taste
- Premium product: Made from premium ingredients and with a profitable margin

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GUAMPA Energy

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Made in Germany



Real Stevia™ from Paraguay



"Good for you, Good for the World!"

