



200mg Caffeine
ZERO SUGAR

Screamin' Freedom

PHORM ENERGY is a better choice for sustained energy and focus to go the extra mile. Screamin' Freedom delivers a classic American rocket pop inspired taste through a combination of cherry candy, citrus, and blueberry flavors.

Target Consumer

18-44 Co-ed
Ambitious, hard working,
productivity-focused men & women



NATURAL ENERGY

200mg of Caffeine from Green Tea



MENTAL FOCUS



HYDRATION

Electrolytes: Magnesium, Potassium,
& Sodium

STR	LOW	PRICING	PACKS	Market
6/9	4/28 – 5/16	Mainstream	16oz Single	National

TRADE & MARKETING SUPPORT

SMTs, POCM, & Media



Graphics FPO

REASONS TO BELIEVE

The traditional energy drink category grossed **\$22.7B** in annual sales and 5% growth in 2024

Source: Circana data ending 12/29/24, Total US – MULO+ W/ C

Better For You is highest opportunity segment: **\$6.1B** market, 15% growth since 2023 and a 31% CAGR.

Source: Circana data ending 12/29/24, Total US – MULO+ W/ C

UPCs

Single

018200264801



Case

018200293177





200mg Caffeine
ZERO SUGAR

Grape Smash

PHORM ENERGY is a better choice for sustained energy and focus to go the extra mile. Grape Smash packs a punch with its sensational flavor, with notes of grape soda, grape bubble gum, grape candy, and melted popsicle.



NATURAL ENERGY

200mg of Caffeine from Green Tea



MENTAL FOCUS



HYDRATION

Electrolytes: Magnesium, Potassium, & Sodium

Target Consumer

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productivity-focused men & women

STR	LOW	PRICING	PACKS	Market
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UPCs

Single

018200264818



Case

018200293184



PHORM ENERGY



200mg Caffeine
ZERO SUGAR

Blue Blitz

PHORM ENERGY is a better choice for sustained energy and focus to go the extra mile. Blue Blitz is a burst of blue raspberry flavor, blending candy blue raspberry taste with hints of vanilla and cotton candy.

Target Consumer

18-44 Co-ed
Ambitious, hard working,
productivity-focused men & women



NATURAL ENERGY

200mg of Caffeine from Green Tea



MENTAL FOCUS



HYDRATION

Electrolytes: Magnesium, Potassium,
& Sodium

STR

6/9

LOW

4/28 – 5/16

PRICING

Mainstream

PACKS

16oz Single

Market

National

TRADE & MARKETING SUPPORT

SMTs, POCM, & Media



Graphics FPO

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UPCs

Single

018200264825



Case

018200293191





200mg Caffeine
ZERO SUGAR

Orange Fury

PHORM ENERGY is a better choice for sustained energy and focus to go the extra mile. Orange Fury delivers a bold and sweet flavor, with notes of orange soda and candy orange.

Target Consumer

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Ambitious, hard working,
productivity-focused men & women



NATURAL ENERGY
200mg of Caffeine from Green Tea



MENTAL FOCUS



HYDRATION
Electrolytes: Magnesium, Potassium,
& Sodium

STR	LOW	PRICING	PACKS	Market
6/9	4/28 – 5/16	Mainstream	16oz Single	National

TRADE & MARKETING SUPPORT

SMTs, POCM, & Media



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UPCs

Single
018200264832



Case
018200293207





200mg Caffeine
ZERO SUGAR

Mango Peach

PHORM ENERGY MANGO PEACH delivers energy to support mental focus to help you go the extra mile. Mango Peach provides a fruit forward flavor with a juicy punch transporting consumers from everyday monotony to a super-charged tropical oasis.

Target Consumer

18-44 Co-ed
Ambitious, hard working, productivity-focused men & women



NATURAL ENERGY
200mg of Caffeine from Green Tea



MENTAL FOCUS
Neurofactor, Caffeine, Vitamin B12,
N-Acetyl L-Tyrosine, Choline



HYDRATION
Electrolytes: Magnesium, Potassium, &
Sodium

STR	LOW	PRICING	PACKS	PDCN	MARKET
3/2	11/24 – 12/5	Mainstream	16oz Single	1177PHM19	CIRCLE K Exclusive

TRADE & MARKETING SUPPORT

SMTs & POCM



REASONS TO BELIEVE

The traditional energy drink category grossed **\$24B** in annual sales and 5% growth in 2024

Source: Circana data ending 12/29/24, Total US – MULO+ W/C

Better For You is highest opportunity segment: \$6.1B market, 15% growth since 2023 and a 31% CAGR.

Source: Circana data ending 12/29/24, Total US – MULO+ W/C

UPCs

Single
018200264849

Case
018200293214

PHORM ENERGY



Limited Time Offer

200mg Caffeine
ZERO SUGAR

Honor. Educate. Unite.

Honor Educate Unite proudly gives back to those who serve with each can sold. Each sip is packed with bold, cherry-slush flavor and delivers better choice, energy that fuels you to go the extra mile.

Target Consumer

18-44 Co-ed
Ambitious, hard working,
productivity-focused men & women



NATURAL ENERGY

200mg of Caffeine from Green Tea



MENTAL FOCUS

Neurofactor, Caffeine, Vitamin B12,
N-Acetyl L-Tyrosine, Choline



HYDRATION

Electrolytes: Magnesium, Potassium,
& Sodium

Window

5/4

PRICING

\$2.99 and 2/\$5

PACKS

16oz Single

MARKET

NATIONAL

TRADE & MARKETING SUPPORT

SMTs & POCM



REASONS TO BELIEVE

The traditional energy drink
category grossed **\$24B** in annual
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Better For You is highest
opportunity segment: **\$6.1B**
market, **15%** growth since 2023
and a **31% CAGR**.

Source: Circana data ending 12/29/24, Total US - MULD+ W/ C

UPCs

Single

018200264870



Case

018200293245



PDCN

117EPWF



200mg Caffeine
ZERO SUGAR

Silver Lightning

PHORM ENERGY SILVER LIGHTNING delivers energy and mental focus to help you go the extra mile. Silver Lightning gives you best-in-class, refreshing taste - citrus with hints of sweet grapefruit.

Target Consumer

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productivity-focused men & women



NATURAL ENERGY

200mg of Caffeine from Green Tea



MENTAL FOCUS

Neurofactor, Caffeine, Vitamin B12,
N-Acetyl L-Tyrosine, Choline



HYDRATION

Electrolytes: Magnesium, Potassium,
& Sodium

STR	PRICING	PACKS	PDCN	MARKET
1/5	Mainstream	16oz Single	117ZPHM	NATIONAL

TRADE & MARKETING SUPPORT

SMTs & POCM



FPO

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Better For You is highest opportunity segment: **\$6.1B** market, **15% growth since 2023** and a **31% CAGR**.

Source: Circana data ending 12/29/24, Total US - MULO+ W/ C

UPCs

Single
018200264993

Case
018200293290



200mg Caffeine
ZERO SUGAR

Paradise Punch

PHORM ENERGY PARADISE PUNCH delivers energy to support mental focus to help you go the extra mile. Paradise Punch provides a refreshing fruit punch flavor, with notes of cherry and grape.

Target Consumer

18-44 Co-ed
Ambitious, hard working,
productivity-focused men & women



NATURAL ENERGY

200mg of Caffeine from Green Tea



MENTAL FOCUS

Neurofactor, Caffeine, Vitamin B12,
N-Acetyl L-Tyrosine, Choline



HYDRATION

Electrolytes: Magnesium, Potassium,
& Sodium

STR	PRICING	PACKS	PDCN	MARKET
1/5 - 6/30	Mainstream	16oz Single	117ZPHM	NATIONAL

TRADE & MARKETING SUPPORT

SMTs & POCM



\$X.XX PER CAN | WE DO THE WORK.



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Source: Circana data ending 12/29/24, Total US - MULO+ W/ C

UPCs

Single
018200264986

Case
018200293283