

FAQ

RED BULL WEST LAUNCH



QUESTION

RESPONSE



When will On Premise (Bars & Restaurants) locations get Red Bull on BEES?

Only Retail Stores will be able to order Red Bull through BEES at first. We appreciate your understanding and patience as we work towards expanding availability.



How will Red Bull be delivered to stores?

It will be delivered by BDL in the same truck as the Labatt and other brewers' products.



What is the Minimum Order Quantity for Red Bull products?

There is no Minimum Order Quantity just for Red Bull products because these items count towards the full BEES order.



Say a customer places an order on BEES and adds Red Bull to the order, will it come with the liquor shipment or will it be separate as its not alcohol?

Yes, your Red Bull order will be delivered along with your liquor shipment, as both deliveries are handled by BDL.



How will you access Red Bull trade tools and how will Labatt reps be involved?

To access heavy Red Bull trade tools like fridges, please request it through the Red Bull team by contacting George at george.kapogianis@redbull.com. For light POS tools such as price tags and shelf stickers, you can reach out directly to your Labatt representative.



As a liquor store, am I allowed to sell Red Bull?

Effective February 2023, section 4.3 of the RLSH has been amended by permitting the sale of energy drinks in liquor stores.



Will the Red Bull rep continue to call on the store, or will it transition to BEES/Labatt rep?

No, the Red Bull Rep will no longer visit locations being serviced by a Labatt Rep.



Will the store lose their Red Bull rep if they start ordering their products from Labatt?

Yes, if a store starts ordering Red Bull products from Labatt they will lose their Red Bull representative.



What should I do if I still want to see my Red Bull representative to discuss pricing or other matters?

If you want to discuss pricing or other subjects, let us know and we'll connect with Red Bull to send their rep to your store.



If I have a "budget" with a Red Bull rep, what will happen and who will manage their investment?

Red Bull will continue to invest, but it will not be managed by a rep. It will be managed by Red Bull's back office team.



What is the base price of Red Bull?

The Red Bull's recommended retail and Margin Calculator on Red Bull Is... **(see table on page 2)**



There are 3 Red Bull Flavors on BEES, what if I currently have more than 3 and still want to keep selling those?

BEES carries up to 3 flavors of Red Bull depending on regional availability. If you would like to keep selling more Red Bull variety, please contact the Red Bull rep that used to visit you.



FAQ

RED BULL WEST LAUNCH



MSRP

250 ML CAN



MARGIN CALCULATOR				
	MSRP	COST/UNIT	PROFIT	PROFIT MARGIN
1 x 250 ML	\$3.29	\$2.04	\$1.25	38%
2 for \$6.00	\$6.00	\$4.08	\$1.92	32%
250 ML 4-PACK	\$10.99	\$8.16	\$2.83	26%

473 ML CAN



MARGIN CALCULATOR				
	MSRP	COST/UNIT	PROFIT	PROFIT MARGIN
1 x 473 ML	\$5.39	\$3.39	\$2.00	37%

100 TRANSACTIONS			
COST	PROFIT	REVENUE	PROFIT MARGIN
\$377.40	\$175.50	\$561.90	31.7%
45% SINGLE CAN, 40% 2 for \$6, 15% 4-PACK			

illustrative purposes only





BEES IS BECOMING YOUR ONE STOP SHOP!

NOW AVAILABLE FOR PURCHASE!



WHY RED BULL

RED BULL IS
THE #1 SINGLE
SERVE BRAND
IN CANADA

THE ENERGY DRINK
CATEGORY IS SET TO
GROW 31% THROUGH
2028 (+\$407M)

RED BULL SHOPPERS
DRIVE A HIGHER
BASKET SPEND VS
ALL OTHER GUESTS

76% OF ENERGY
CONSUMERS BUY
A NEW FLAVOUR
FROM A BRAND
THEY'VE HAD
BEFORE

SUPPORTING YOUR BEESINESS, ONE ORDER AT A TIME!



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