



BLACK & WHITE
ENERGY DRINK





We are a young but rapidly growing company. We manufacture and distribute new, revolutionary energy drinks Black Cat and White Cat Energy Drink.

Our decision to launch the new energy drink was dictated by the fact that there are no drinks on the market that meet the requirements of quality, taste and prices. Therefore, we introduce two versions of the drink: white, wild strawberry taste, containing the caffeine, taurine and enriched with L-carnitine, and for fans of the classic energy drink flavor - black version that contains a high dose of caffeine and taurine.

We would like to promote our brand not only in Poland but also in the world, because we believe that the excellent quality of the drink, its unique taste and strictly followed recipe soon allow us to exist in the minds of our consumers as the company producing the best energy drink.

FEEL IT

Our target group:

- Young people 18-35 years old
- who follows the trends
- news oriented
- who visits trendy clubs
- who spend time with friends
- who keep fit
- People who make their own choices



FEEL IT

Our brand promotion strategy

As the only manufacturer of energy drinks we found diversity as the basis of our strategy. It is the user who has the choice of both classic drink with caffeine, and wild strawberry drink with taurine. In the BTL activities we try to underline the ability of choice.



FEEL IT

Our promotion strategy



Sponsorship and active participation in club events.



Fanpage on [Facebook](#)



Website - www.bwenergy.eu

FEEL IT

Our promotion strategy



Sponsorship and active participation in water Motor sport events.



BTL
campaign



FEEL IT

Black Cat Energy Drink

It is a drink for the ones who love classics - the taste remained the same, the quality has increased. We present you a drink with the perfect proportions of active ingredients. Classic energy drink flavor is supplemented by a high content of caffeine and taurine.

Ingredients:

- Water
- sugar
- Citric acid
- carbon dioxide
- trisodium citrate (acidity regulator)
- flavor
- caramel E 150c and E101 (dyes)
- vitamins niacin, phanteton acid, B6, B12
- taurine (0.4%)
- caffeine (0.032%)



FEEL IT

How Black Cat Energy Drink works:

- Taurine - affects the production of hormones responsible for burning and fat excretion. Participates in the metabolism, regulates the heart, stimulates the muscles. During exercise reduces the excretion of serotonin, which is not felt the brunt of this effort and the body can no longer work. It improves memory, increases efficiency and facilitates psycho-concentration.
- Caffeine - stimulates the nervous system. Operates mainly in the cerebral cortex, dilates blood vessels, accelerates the heart, reduces drowsiness. It also causes the release of a small amount of dopamine, a hormone responsible for feelings of satisfaction and happiness.
- The content of B vitamins beneficial effect on the nervous system, improves metabolism, prevents fatigue, a beneficial effect on the cardiovascular system.
- The combination of the ingredients positively affects your mood and speed reaction.



FEEL IT

White Cat Energy Drink

It is a drink of unusual, delicate taste of wild strawberries. Fruity note makes White Cat drinking with great pleasure. We are the only one who enriched it with L-carnitine. Gentle carbonation makes our drink even more unique and refreshing.

Ingredients:

- Water
- sugar
- Citric acid
- carbon dioxide
- trisodium citrate (acidity regulator)
- flavor
- anthocyanins (colorants)
- vitamins niacin, phanteton acid, B6, B12
- caffeine (0.032%)
- taurine (0.4%)
- L-carnitine



FEEL IT

How Whote Cat Energy Drink works:

- Taurine - affects the production of hormones responsible for burning and fat excretion. Participates in the metabolism, regulates the heart, stimulates the muscles. During exercise reduces the excretion of serotonin, which is not felt the brunt of this effort and the body can no longer work. It improves memory, increases efficiency and facilitates psycho-concentration.
- Caffeine - stimulates the nervous system. Operates mainly in the cerebral cortex, dilates blood vessels, accelerates the heart, reduces drowsiness. It also causes the release of a small amount of dopamine, a hormone responsible for feelings of satisfaction and happiness.
- L-carnitine - is necessary to use energy from fat and for normal heart work and skeletal muscles.
- The content of B vitamins has a beneficial effect on nervous system, improves metabolism, prevents fatigue and beneficial effect on the cardiovascular system
- The combination of the ingredients positively affects your mood and speed reaction.



FEEL IT

Parties and Events

Our goal is to actively participate in social life and social activities. You can find us at all kinds of events, in discos and fitness clubs. We want our brand to be associated with fun, music, joy and relax.

NAJWIĘKSZA DOMÓWKA W MIEŚCIE

STIFLER'S PARTY

FOTORELACJA

17.01 START 20:00

— NEO — PRZEMYSŁ

ROZDAJEMY EKSKLUZYWNE ENERGETYKI

PIROTECHNIKA SHOW

KONFETTI SHOW

CZERWONE KUBECZKI

SŁODKA NIESPODZIANKA DLA PAŃ

PEŁNY ALKO PUCHAR NA PARKIECIE

FLUORESCENCYJNE BRANSOLETKI

DLA KAŻDEGO PUSZKA NA WEJŚCIU

IMPREZĘ NAKRĘCAJĄ:

COOLLO NOWY WYMIAR IMPREZ

BLACK & WHITE ENERGY DRINK

POGOTOWIE IMPREZOWE 24

HELLO STIFLER



FEEL IT

Parties and events



FEEL IT

We welcome your cooperation!

Black & White Energy Drink Sp. z o.o.

ul. Szamoty 5

02-495 Warszawa

office@bwenergy.pl

+48 22 100 59 47

+48 500 379 809



FEEL IT