



Paradise Punch

PHORM ENERGY PARADISE PUNCH delivers energy and 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



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
018200264986

Case
018200293283