

PHORM ENERGY



Screamin' Freedom | Grape Smash
Blue Blitz | Orange Fury

200mg Caffeine
ZERO SUGAR

PHORM ENERGY is the better choice for sustained energy and focus to go the extra mile. Offering four, highly tested flavors: Screamin' Freedom (rocket pop inspired), Grape Smash, Silver Lightning (citrus with hints of grapefruit), Orange Fury, and Blue Blitz (blue raspberry).

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
1/5	9/29-10/6	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