

FUEL FOR THE FEARLESS™



0
SUGAR

10
CALORIES

150 MG
CAFFEINE

200 MG
PANAX GINSENG EXTRACT



OUR STORY



EL JEFE Energy is designed for individuals who create opportunities rather than waiting for them. Every aspect of the brand - from its design to its flavor - embodies strength, creativity, and confidence. With zero sugar, a bold taste, and original artwork, EL JEFE delivers a premium energy experience crafted for creators, builders, and innovators.

Brand Identity and Market Position: EL JEFE & LA JEFA

EL JEFE & LA JEFA bring a differentiated platform to the energy category through two distinct packages designed to speak to male and female multicultural energy consumers. The brand goes beyond the typical energy drink by combining bold visual identity, lifestyle relevance, and a confident point of view.

Built on art, independence, ambition, and fearless originality, the brand is positioned to resonate with younger, diverse consumers who seek products that reflect their values, aspirations, and personal style. Each SKU is more than a flavor; it is an expression of individuality and drive.

This combination of distinctive packaging, authentic storytelling, and consumer self-expression helps set **EL JEFE & LA JEFA** apart in a crowded market and positions both platforms as catalysts for inspiration among the next generation of energy drink consumers.