



INTELLIGENT ENERGY

VS



	FIRESTAR	ROCKSTAR	MONSTER	RELENTLESS	RED BULL	LUCOZADE ALERT
VOLUME	2.5	500	500	500	250	250
FORMAT	CRYSTALS	DRINK	DRINK	DRINK	DRINK	DRINK
PACKAGING	SACHET	CAN	CAN	CAN	CAN	CAN
CAFFEINE (MG)	120-180	160	160	160	80	80
CAFFEINE (MG/ML)	6667	32	32	32	32	32
SRT¹	YES	NO	NO	NO	NO	NO
EFFECT DURATION*	2-4 HOURS	1 HOUR	1 HOUR	1 HOUR	45 MINS	45 MINS
REQUIRES CHILLING	NO	YES	YES	YES	YES	YES
WALLET SIZE	YES	NO	NO	NO	NO	NO
PRICE**	£1.00	£2.50	£2.50	£2.50	£1.75	£1.75
PLACEMENT	ANYWHERE	CHILLER	CHILLER	CHILLER	CHILLER	CHILLER

Firestar is the only energy product on the market to use pharmaceutical technology to give a constant release of caffeine over time ensuring that it fights fatigue longer. It is 80-150 times smaller than most energy drinks, and is available in various refreshing flavours. Nothing is stronger, more convenient or lasts longer.

¹ SRT - SUSTAINED RELEASE TECHNOLOGY * MARKET ESTIMATES ** PRICE VARIES