



Tonino Lamborghini®

ENERGY DRINK

WHERE **ENERGY**,
MEETS **STYLE**

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ENERGY DRINKS

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INTRODUCTION

TONINO LAMBORGHINI

The Tonino Lamborghini company was founded by Mr. Tonino Lamborghini in 1981, heir to the Lamborghini family. The brand is rooted in a legacy of Italian design, quality and lifestyle innovation.

We bring this heritage into the energy drinks category as a premium lifestyle proposition. Designed for consumers who value both function and style, it delivers the energy consumers expect whilst reflecting the brand's focus on quality, design-led aesthetics and global brand recognition. To be positioned firmly at the premium end of the category, Tonino Lamborghini Energy occupies a distinctive space and unopened gap in the market.

Where Energy, Meets Style.



THE OPPORTUNITY

THE CURRENT ENERGY DRINK MARKET

A Mature Category with Clear Segmentation.

The energy drinks category is well established, with brands typically occupying defined spaces:

PERFORMANCE AND HIGH-ENERGY

Red Bull / Monster / Relentless / Rockstar

HYPE & CULTURE-LED

Prime / Sneak

HEALTH / FUNCTIONAL ENERGY

Tenzing / Purdey's / Virtue

MAINSTREAM & ACCESSIBLE

Lucozade Alert / Boost / Carabao

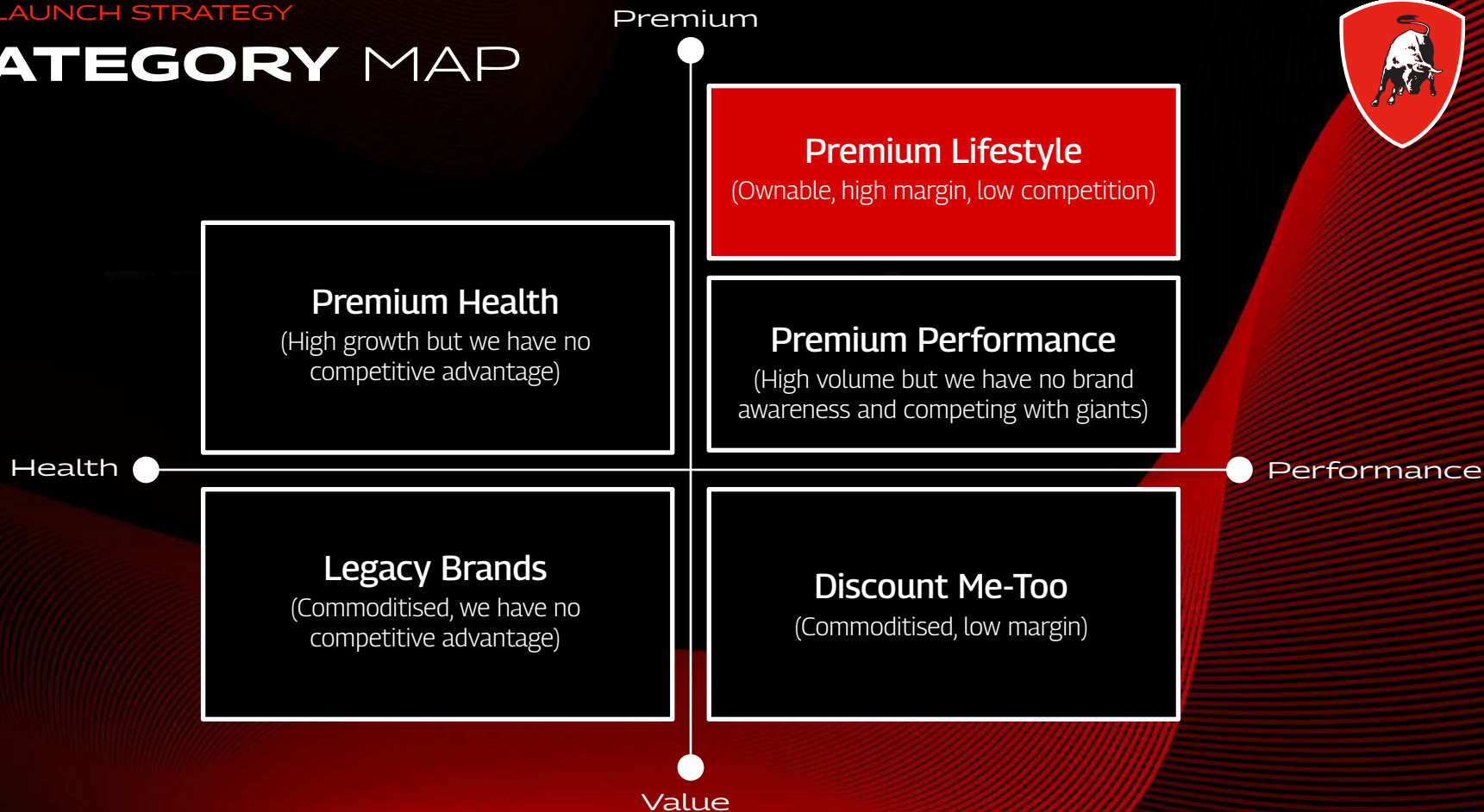


WHAT THIS MEANS FOR THE CATEGORY?

- Most brands are built around single-minded propositions (performance, hype, wellness or accessibility)
- Brand storytelling often focuses on specific use occasions rather than broader lifestyle relevance
- There is limited representation of premium lifestyle positioning that combines energy, design and aspiration in one offer

This creates a clear opportunity for a brand that brings style, quality and lifestyle credibility into the energy drinks space.

CATEGORY MAP



UK LAUNCH STRATEGY

CATEGORY MAP

Health

Premium

Value

Performance



THE OPPORTUNITY

80% of
frequent
Energy
category
consumers
find the
brand
appealing.

Source - VYPR consumer market research July 2025 / 511 surveyed



THE OPPORTUNITY

WHY TONINO LAMBORGHINI ENERGY?

Introducing Premium Lifestyle Energy.

Tonino Lamborghini Energy has been developed to occupy a distinctive position within the category:

- **A premium lifestyle** energy drink, designed for everyday urban and social moments
- **The brand** carries instant recognition and trust, reducing barriers to trial
- **Balances functional** energy delivery with design-led aesthetics and brand aspiration
- **Appeals to consumers** who choose brands as part of their identity and lifestyle, not just need state
- **A globally recognised lifestyle brand**, with a strong association with style, quality and craftsmanship
- **It's heritage** and visual identity allow the brand to speak for itself at shelf and in trade conversations



Tonino Lamborghini Energy brings trusted global brand equity and premium lifestyle cues into a category where few brands currently play beyond performance or function.

THE OPPORTUNITY

ENERGY DESIGNED FOR **MODERN LIFESTYLES**, NOT JUST MOMENTS OF **INTENSITY**

- **CATEGORY FOCUS** – The energy drinks market is largely led by brands centred on performance, health or hype, with limited emphasis on lifestyle and design.
- **PREMIUM ENERGY TODAY** – Existing premium brands prioritise just functional credentials, with fewer offers built around aspiration, style and broader lifestyle relevance.
- **CONSUMER BEHAVIOUR** – Energy drinks are increasingly consumed in urban, social and lifestyle occasions, not just high-intensity or performance moments.
- **THE OPPORTUNITY** – This creates space for a premium, lifestyle-led energy drink that elevates the category and encourages trade-up while supporting margin and brand value.



In-depth research highlights that consumers consider energy drinks across a wide range of purchase occasions and everyday usage moments.

THE OPPORTUNITY

THE FAITHFUL EXPRESSION OF THE VALUES THAT DRIVES THE EVERYDAY LIFE OF THE **CHARGING BULL!**

- **Over the past 5 years**, Energy category growth has been dominated by Red Bull and Monster, with unit price inflation driving and sustaining Energy category growth.
- **Premium energy drinks attract consumers** who care about lifestyle cues, not just a caffeine hit — they're willing to pay more for taste, image, and added functionality.
- **Premium keeps the category aspirational**, relevant, and exciting — ensuring it's not just another soft drink but part of a consumer's identity.
- **More than ever consumers care about brand image**, functional health benefits, and ethical positioning — they often see premium as a reflection of their lifestyle.



We infused our values into a line of invigorating energy drinks that stimulate the unwavering focus needed to reach peak performances, all while preserving the quintessential Italian flair of the bull brand.

THE OPPORTUNITY

ENERGY CRAFTED FOR SOCIAL MOMENTS, MIXERS & REFINED OCCASIONS

#vodkaambo



THE OPPORTUNITY

Consumer research highlights strong demand for bold, fruit-led energy flavours, supported by a clear preference for **natural caffeine**.

Vypr consumer research, Energy Drinks category, July 2025



THE PRODUCT DETAIL

THE PRODUCT

Refreshing Natural Caffeine Energy served as Original, Sugar Free or selected fruit based flavours



*excluding
Original and
Sugar Free sku's

MADE USING **NORTHUMBRIAN
SPRING WATER**
(NATURALLY HIGH IN MINERALS)

JUICE
MADE FROM
CONCENTRATE*

NATURAL CAFFEINE
(FROM COFFEE BEANS)

**LOW IN
SUGAR**

**LOW IN
CALORIES**

**NATURAL
COLOURINGS**

THE PRODUCT DETAIL

NATURAL CREDENTIALS

NATURAL CAFFEINE MATTERS

65% of consumers say the inclusion of natural caffeine encourages them to purchase an energy drink.

Source: Vypr Energy Drinks consumer research (n=253)

NATURAL COLOURINGS ARE IMPORTANT

75% of consumers say natural colourings are important within energy drinks.

Source: Vypr Energy Drinks consumer research (n=252)



MADE WITH JUICE FROM CONCENTRATE

Using juice from concentrate enhances flavour authenticity and premium perception, reinforcing cleaner, more natural cues that align with expectations of a premium, lifestyle-led energy drink.

THE PRODUCT DETAIL

PRODUCT COMPARISON



THE LEADING ENERGY DRINKS COMPETITION



NATURAL
CAFFEINE



JUICE FROM
CONCENTRATE



ASPIRATIONAL
LIFESTYLE & STYLE-LED
POSITIONING



MADE USING NATURAL
SPRING WATER



With
Natural
Caffeine



Tonino Lamborghini

ENERGY DRINK

A low calorie carbonated energy drink with taurine, caffeine, botanicals and B vitamins, with sugar and sweetener.

INGREDIENTS

Carbonated Spring Water, Sugar, Acid (Citric Acid), Taurine (0.4%), Flavourings, Acidity Regulator (Trisodium citrate), Preservatives (Potassium Sorbate, Sodium Benzoate), Natural Caffeine (from Coffee Beans), Sweetener (Sucralose), Colour (Caramel E150d), Guarana Extract (0.01%), Ginseng Root Extract (0.01%), Vitamins (Niacin [B3], Pantothenic Acid [B5, B6, B12]).

PRODUCT

S33503 Tonino Lamborghini Original Energy 12 x 500ml
Unit Barcode: 5050028394273 Outer Barcode: 05050028394334

STORAGE

Store in a cool, dry place out of direct sunlight. Once opened, keep refrigerated and consume within 24 hours. Best served chilled.

NUTRITIONALS

Each 500ml can contains 1 serving.

NUTRITION INFORMATION	PER 100ml	PER 500ml
Energy (kJ)	88	440
Energy (kcal)	21	105
Fat	0g	0g
of which saturates	0g	0g
Carbohydrate	4.8g	24g
of which saturates	4.8g	24g
Protein	0g	0g
Salt	0.05g	0.25g
Niacin [B3]	8mg (50%*)	40mg (250%*)
Vitamin B6	2mg (143%*)	10mg (714%*)
Vitamin B12	2µg (80%*)	10µg (400%*)
Pantothenic Acid [B5]	2mg (33%*)	10mg (167%*)

CASE/PALLET QUANTITIES

S-Code	Size	Units Per Case	Cases Per Layer	Layers Per Pallet	Cases Per Pallet	Units Per Pallet
S33503	500ml	12	20	8	160	1920

Supreme Imports Ltd, 4 Beacon Road, Trafford Park, Manchester, M17 1AF, UK.
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WHERE ENERGY MEETS STYLE

With
Natural
Caffeine



Tonino Lamborghini

ENERGY DRINK

A low calorie carbonated energy drink with taurine, caffeine, botanicals and B vitamins, with sweetener.

INGREDIENTS

Carbonated Spring Water, Acid (Citric Acid), Taurine (0.4%), Flavourings, Acidity Regulator (Trisodium citrate), Sweetener (Sucralose), Preservatives (Potassium Sorbate, Sodium Benzoate), Natural Caffeine (from Coffee Beans), Colour (Caramel E150d), Guarana Extract (0.01%), Ginseng Root Extract (0.01%), Vitamins [Niacin (B3), Pantothenic Acid (B5, B6, B12).

PRODUCT

S33504 Tonino Lamborghini Original Sugar Free 12 x 500ml
Unit Barcode: 5050028394280 Outer Barcode: 05050028394341

STORAGE

Store in a cool, dry place out of direct sunlight. Once opened, keep refrigerated and consume within 24 hours. Best served chilled.

NUTRITIONALS

Each 500ml can contains 1 serving.

NUTRITION INFORMATION	PER 100ml	PER 500ml
Energy (kJ)	14	70
Energy (kcal)	3	15
Fat	0g	0g
of which saturates	0g	0g
Carbohydrate	0g	0g
of which saturates	0g	0g
Protein	0g	0g
Salt	0.04g	0.20g
Niacin (B3)	8mg (50%*)	40mg (250%*)
Vitamin B6	2mg (143%*)	10mg (714%*)
Vitamin B12	2µg (80%*)	10µg (400%*)
Pantothenic Acid (B5)	2mg (33%*)	10mg (167%*)

CASE/PALLET QUANTITIES

S-Code	Size	Units Per Case	Cases Per Layer	Layers Per Pallet	Cases Per Pallet	Units Per Pallet
S33504	500ml	12	20	8	160	1920

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ENERGY DRINK

A low calorie carbonated energy drink with taurine, caffeine, botanicals and B vitamins, with sugar and sweetener.

INGREDIENTS

Carbonated Spring Water, Sugar, Acid (Citric Acid), Taurine (0.4%), Cherry Juice from concentrate (1%), Natural Colour (Anthocyanins), Acidity Regulator (Trisodium citrate), Preservatives (Potassium Sorbate, Sodium Benzoate), Natural Caffeine (from Coffee Beans), Sweetener (Sucralose), Flavourings, Guarana Extract (0.01%), Ginseng Root Extract (0.01%), Vitamins (Niacin (B3), Pantothenic Acid (B5, B6, B12).

PRODUCT

S33505 Tonino Lamborghini Cherry 500ml 12 x 500ml
Unit Barcode: 5050028394297 Outer Barcode: 05050028394358

STORAGE

Store in a cool, dry place out of direct sunlight. Once opened, keep refrigerated and consume within 24 hours. Best served chilled.

NUTRITIONALS

Each 500ml can contains 1 serving.

NUTRITION INFORMATION	PER 100ml	PER 500ml
Energy (kJ)	38	190
Energy (kcal)	9	45
Fat	0g	0g
of which saturates	0g	0g
Carbohydrate	1.8g	9.0g
of which saturates	1.7g	8.5g
Protein	0g	0g
Salt	0.03g	0.15g
Niacin (B3)	8mg (50%*)	40mg (250%*)
Vitamin B6	2mg (143%*)	10mg (714%*)
Vitamin B12	2µg (80%*)	10µg (400%*)
Pantothenic Acid (B5)	2mg (33%*)	10mg (167%*)

CASE / PALLET QUANTITIES

S-Code	Size	Units Per Case	Cases Per Layer	Layers Per Pallet	Cases Per Pallet	Units Per Pallet
S33505	500ml	12	20	8	160	1920

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WHERE ENERGY, MEETS STYLE

With
Natural
Caffeine



Tonino Lamborghini

ENERGY DRINK

A low calorie carbonated energy drink with taurine, caffeine, botanicals and B vitamins, with sugar and sweetener.

INGREDIENTS

Carbonated Spring Water, Sugar, Acid (Citric Acid), Taurine (0.4%), Apple Juice from concentrate (1%), Acidity Regulator (Trisodium citrate), Preservatives (Potassium Sorbate, Sodium Benzoate), Natural Caffeine (from Coffee Beans), Sweetener (Sucralose), Flavourings, Guarana Extract (0.01%), Ginseng Root Extract (0.01%), Vitamins (Niacin (B3), Pantothenic Acid (B5, B6, B12).

PRODUCT

S33506 Tonino Lamborghini Apple 500ml 12 x 500ml
Unit Barcode: 5050028394303 Outer Barcode: 05050028394365

STORAGE

Store in a cool, dry place out of direct sunlight. Once opened, keep refrigerated and consume within 24 hours. Best served chilled.

NUTRITIONALS

Each 500ml can contains 1 serving.

NUTRITION INFORMATION	PER 100ml	PER 500ml
Energy (kJ)	36	180
Energy (kcal)	8	40
Fat	0g	0g
of which saturates	0g	0g
Carbohydrate	1.8g	9.0g
of which saturates	1.5g	7.5g
Protein	0g	0g
Salt	0.05g	0.25g
Niacin (B3)	8mg (50%*)	40mg (250%*)
Vitamin B6	2mg (143%*)	10mg (714%*)
Vitamin B12	2µg (80%*)	10µg (4000%*)
Pantothenic Acid (B5)	2mg (33%*)	10mg (167%*)

CASE/PALLET QUANTITIES

S-Code	Size	Units Per Case	Cases Per Layer	Layers Per Pallet	Cases Per Pallet	Units Per Pallet
S33506	500ml	12	20	8	160	1920

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WHERE ENERGY, MEETS STYLE

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Caffeine



Tonino Lamborghini

ENERGY DRINK

A low calorie carbonated energy drink with taurine, caffeine, botanicals and B vitamins, with sugar and sweetener.

INGREDIENTS

Carbonated Spring Water, Sugar, Acid (Citric Acid), Taurine (0.4%), Mango Juice from concentrate (1%), Acidity Regulator (Trisodium citrate), Preservatives (Potassium Sorbate, Sodium Benzoate), Natural Caffeine (from Coffee Beans), Sweetener (Sucralose), Flavourings, Guarana Extract (0.01%), Ginseng Root Extract (0.01%), Colour (Beta-Carotene), Vitamins (Niacin (B3), Pantothenic Acid (B5, B6, B12).

PRODUCT

S33507 Tonino Lamborghini Passion Blast 12 x 500ml
Unit Barcode: 5050028394310 Outer Barcode: 05050028394372

STORAGE

Store in a cool, dry place out of direct sunlight. Once opened, keep refrigerated and consume within 24 hours. Best served chilled.

NUTRITIONALS

Each 500ml can contains 1 serving.

NUTRITION INFORMATION	PER 100ml	PER 500ml
Energy (kJ)	37	185
Energy (kcal)	9	45
Fat	0g	0g
of which saturates	0g	0g
Carbohydrate	2.0g	10g
of which saturates	1.8g	9.0g
Protein	0g	0g
Salt	0.04g	0.20g
Niacin (B3)	8mg (50%*)	40mg (250%*)
Vitamin B6	2mg (143%*)	10mg (714%*)
Vitamin B12	2µg (80%*)	10µg (400%*)
Pantothenic Acid (B5)	2mg (33%*)	10mg (167%*)

CASE/PALLET QUANTITIES

S-Code	Size	Units Per Case	Cases Per Layer	Layers Per Pallet	Cases Per Pallet	Units Per Pallet
S33507	500ml	12	20	8	160	1920

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WHERE ENERGY, MEETS STYLE

With
Natural
Caffeine



Tonino Lamborghini

ENERGY DRINK

A low calorie carbonated energy drink with taurine, caffeine, botanicals and B vitamins, with sugar and sweetener.

INGREDIENTS

Carbonated Spring Water, Sugar, Acid (Citric Acid), Taurine (0.4%), Raspberry Juice from concentrate (1%), Acidity Regulator (Trisodium citrate), Sweetener (Sucralose, Acesulfame K), Preservatives (Potassium Sorbate, Sodium Benzoate), Natural Caffeine (from Coffee Beans), Watermelon Flavourings, Colour (Anthocyanins), Guarana Extract (0.01%), Ginseng Root Extract (0.01%), Vitamins (Niacin (B3), Pantothenic Acid (B5, B6, B12).

PRODUCT

S33508 Tonino Lamborghini Watermelon 12 x 500ml
Unit Barcode: 5050028394327 Outer Barcode: 05050028394389

STORAGE

Store in a cool, dry place out of direct sunlight. Once opened, keep refrigerated and consume within 24 hours. Best served chilled.

NUTRITIONALS

Each 500ml can contains 1 serving.

NUTRITION INFORMATION	PER 100ml	PER 500ml
Energy (kJ)	36	180
Energy (kcal)	8	40
Fat	0g	0g
of which saturates	0g	0g
Carbohydrate	1.9g	9.5g
of which saturates	1.6g	8g
Protein	0g	0g
Salt	0.03g	0.15g
Niacin (B3)	8mg (50%*)	40mg (250%*)
Vitamin B6	2mg (143%*)	10mg (714%*)
Vitamin B12	2µg (60%*)	10µg (400%*)
Pantothenic Acid (B5)	2mg (33%*)	10mg (167%*)

CASE/PALLET QUANTITIES

S-Code	Size	Units Per Case	Cases Per Layer	Layers Per Pallet	Cases Per Pallet	Units Per Pallet
S33508	500ml	12	20	8	160	1920

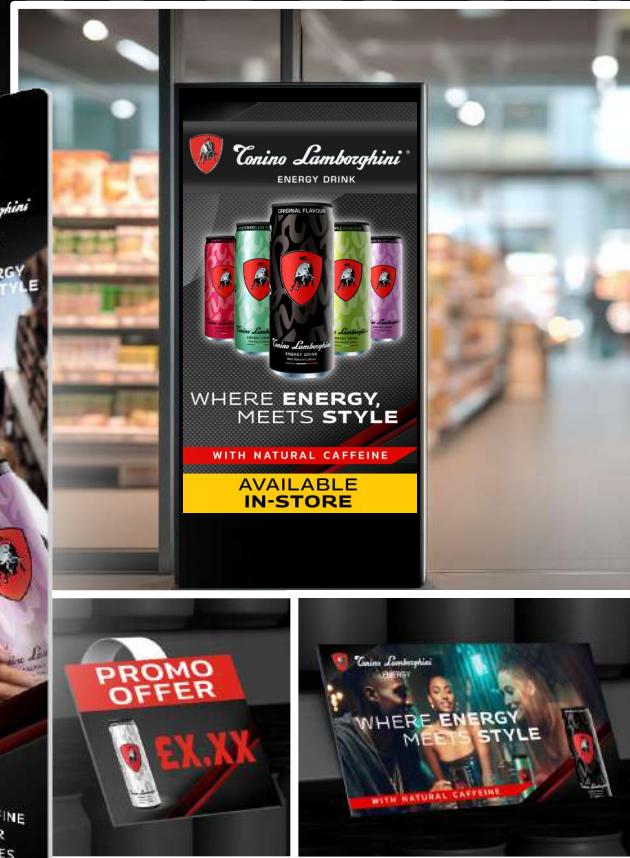
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WHERE ENERGY, MEETS STYLE

PROMOTIONAL SHOPPER

RETAIL IN-STORE



PROMOTIONAL SHOPPER

RETAIL SHIPPER



PROMOTIONAL SHOPPER

PROPOSED RETAIL ON PACK



**LONDON
FASHION
WEEK**

PRESENTED BY 



SOHO HOUSE

wireless

PRODUCT SAMPLING & TRADE

TRADE SAMPLING AND MERCHANDISE COMPETITIONS



WHERE ENERGY
MEETS STYLE



Tonino Lamborghini
ENERGY DRINK

WHERE ENERGY
MEETS STYLE

Tonino Lamborghini
ENERGY DRINK
WITH NATURAL CAFFEINE

PROMO
OFFER



WHERE

PROMO
OFFER

Tonino Lamborghini
ENERGY DRINK



WHERE ENERGY
MEETS STYLE
WITH NATURAL CAFFEINE



PRODUCT SAMPLING & TRADE

SAMPLING MERCHANDISE & POINT OF SALE



FSDU



3
TIER
BIN



CDU

PRODUCT SAMPLING & TRADE

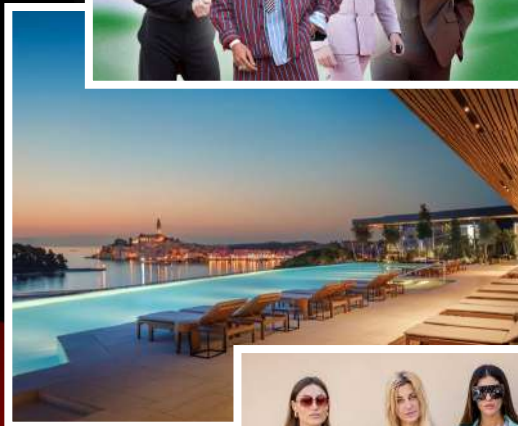
CREATING SUMMER TOURS



ADVERTISING & CONTENT

WHERE **ENERGY**, MEETS **STYLE**

In a world where most energy is raw, loud, and chaotic, Tonino Lamborghini represents a higher plane: the art of channelled power. Italian sophistication transforms energy from something functional into something aspirational. Where energy, meets style.



ADVERTISING & CONTENT

LIFESTYLE CITY & HORECA

Energy designed to complement social moments, style-led settings and modern urban lifestyles.



ADVERTISING & CONTENT

OUT OF HOME

From city streets to nightlife spaces, **Tonino Lamborghini Energy** is designed to be part of the scene, not just the shelf.



ADVERTISING & CONTENT

SOCIAL MEDIA ADVERTS

Bringing the
**Tonino
Lamborghini**
lifestyle to life
through content
that inspires,
connects and
invites discovery.

#vodkalambo



PROPOSED INFLUENCERS

THE **TASTE MAKERS**



**SOPHIE
MILNER**

Energy & Style



**RICH
WOODS**

Energy & Flavour



**TAMIKA
CAIN**

Energy, Fitness Sport



**NATHAN
DAWE**

Energy & Music

MEDIA PARTNERSHIPS

PRESENTATION PRODUCT

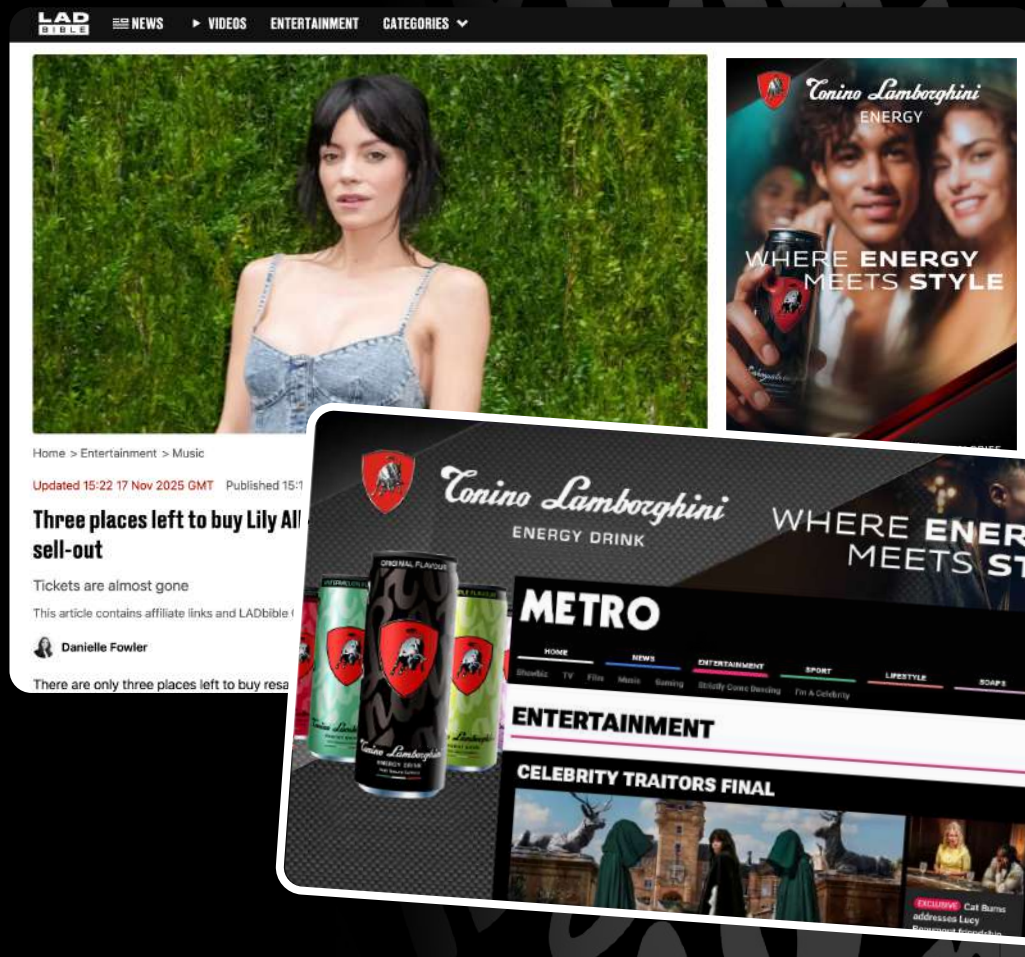
Extending the **Tonino Lamborghini lifestyle** through premium presentation & partnerships.



MEDIA PARTNERSHIPS

EVENTS MEDIA PROPECTIVE MEDIA PARTNERSHIPS

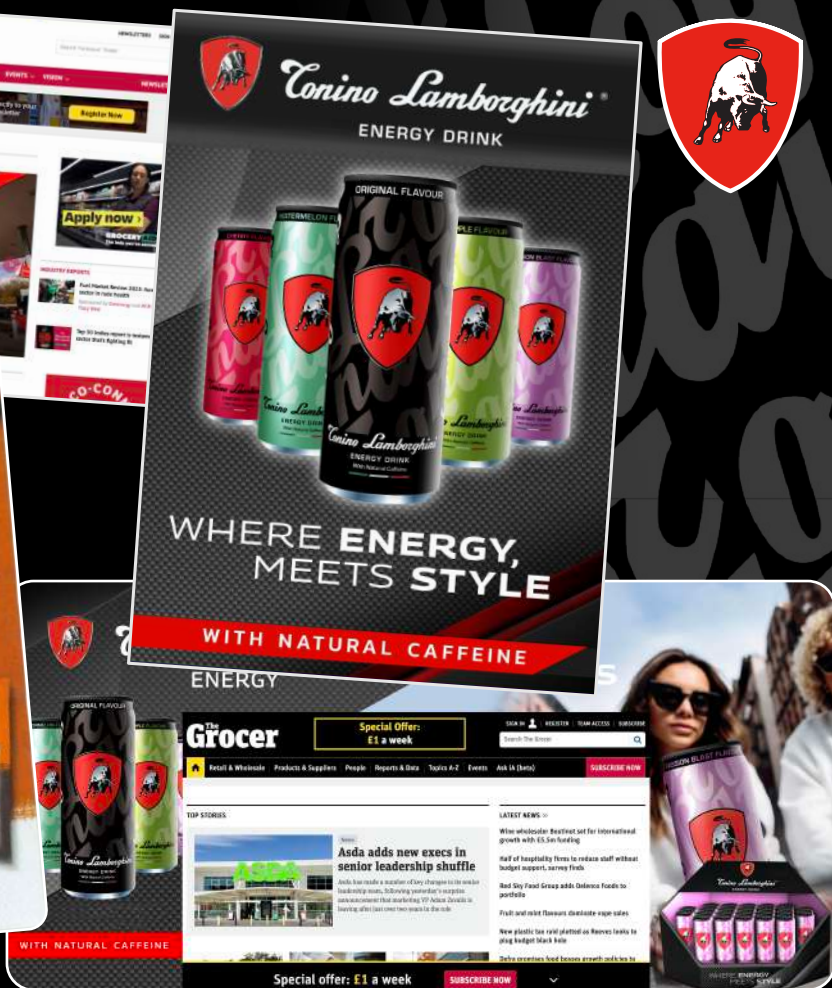
Building brand presence through culture-led events and **premium** media partnerships.



MEDIA PARTNERSHIPS

TRADE PUBLICATIONS

Driving credibility and visibility through leading UK trade titles including **The Grocer**, **Forecourt Trader** and **Talking Retail**.



MID AISLE



PRESENTATION BOXES



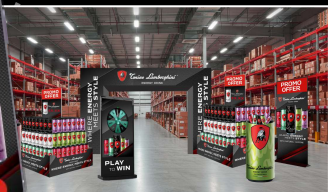
OUT OF HOME



RETAIL ON PACK



TRADE SAMPLING & COMPETITIONS



PROMOTIONAL SHOPPER



SOCIAL MEDIA



WHERE ENERGY, MEETS STYLE

INFLEUENCERS



SAMPLING



TRADE PUBLICATIONS





Tonino Lamborghini®

ENERGY DRINK

THANK YOU


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