

# LEOPARD NATURAL

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REFRESHING & REVITALIZING







**LEOPARD NATURAL IS A NEW FRUIT  
BASED SPARKLING DRINK WITH 5  
INGREDIENTS ONLY.**

**A REFRESHING AND REVITALIZING  
EXPERIENCE WITHOUT ADDITIVES OR  
ADDED SUGAR.**



The background is a solid teal color with a subtle, intricate pattern of light-colored leaf veins, resembling a pressed leaf or a fine-grained texture. The pattern is more prominent in the lower-left corner and fades slightly towards the top-right.

**REFRESH**

**STIMULATE**

**RESTORE**

**REVITALIZE**



# CONTENT

- / **01** Product
- / **02** Positioning, consumption & target
- / **03** Product sheet & technical info







# PRODUCT







**LIME**



**PEAR**



**GINGER**



**MACA**



**CARDAMOM**







## LIME

It contains many vitamins and minerals (vitamin-C, vitamin B6, calcium, potassium, iron etc).

Packed full of vitamin C, adds a tangy acid flavour as well as bringing out the flavours of other foods.

Provides a good source of pectin and soluble fibre, which reduce blood cholesterol.



## PEAR

A healthy source of natural fructose packed with vitamins and minerals.

Pears contain a good amount of potassium, a mineral crucial in many bodily functions. Vitamin C that serves as an antioxidant and not to forget dietary fiber, flavanols.



## GINGER

Cultivated in warm damp zones, with India being the major grower. One of its old proverbs states "everything good is found in ginger".

Anti-inflammatory, antioxidant, anti-bacterial, proven to reduce pain etc.



## MACA

Grown in the high altitude Andes in Peru, cultivated for more than 3,000 years.

A vegetarian source of vitamin B, C and E for a natural vitality booster.

Used medicinally for chronic fatigue syndrome (CFS), enhancing stamina, athletic performance, nutritive rejuvenate that increases pituitary function, boosts the body's natural hormonal production, memory and fertility.



## CARDAMOM

Called "the Queen of all spices", because its position being one of the top three most expensive spices.

Contains antioxidants and cineole. It detoxifies the liver, strengthens the immune system, calms the nerve etc.



## LEOPARD CONSISTS OF NATURAL INGREDIENTS WITHOUT ADDITIVES AND NO ADDED SUGAR

Unique combination of ingredients giving an unusual exotic flavor (Ginger, Cardamom, Lime & Pear).

Maca and added vitamins stimulate restore and revitalize consumers body in their daily performance.





The background is a solid teal color with a subtle, intricate pattern of white or light-colored lines resembling the veins of a leaf. The pattern is most prominent in the lower-left corner and fades slightly towards the top and right.

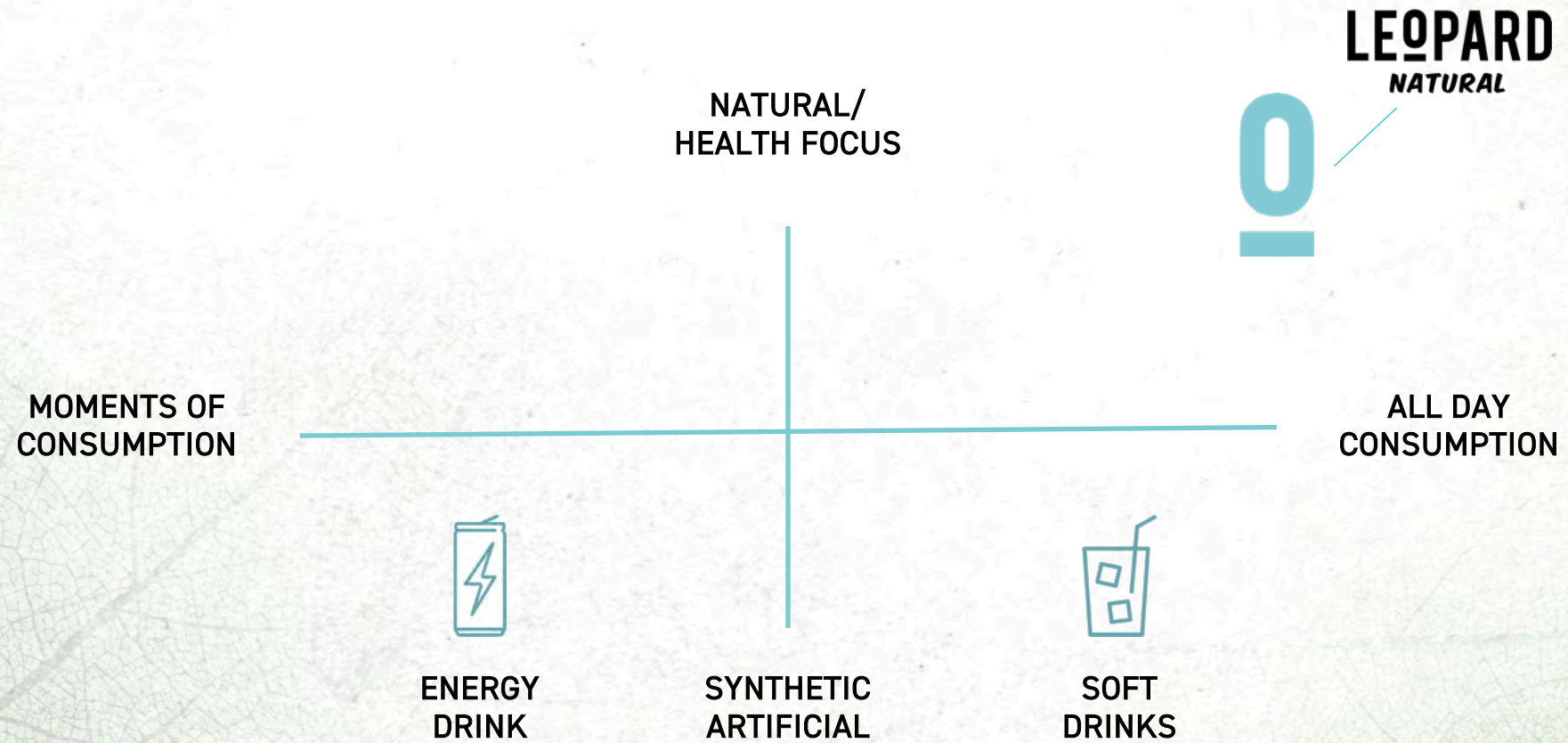
# **POSITIONNING,**

# **CONSUMPTION**

# **AND TARGET**



# POSITIONING





# PRIORITY TARGET

## SOCIAL AND DEMOGRAPHIC CHARACTERISTICS

### AGE BETWEEN

25 & 40  
YEARS OLD      YEARS OLD

### FEMALE MALE

60%  40% 

### THEY SHARE EVERYTHING

WITH THEIR GROUP OF FRIENDS



### OCCUPATION AND EDUCATION



MEDIUM & HIGH  
INCOME

### NEEDS, DESIRES, GOALS

  
TO BE FIT  
AND TRENDY

  
TO STAY  
AMONG PEOPLE

  
TO GO TO THE GYM  
OR SPORT CENTER

  
TO DEVELOP A GOOD  
WORKING LIFE/CAREER

  
LOVE TO  
TRAVEL





## CONSUMPTION

Designed to perfectly satisfy the taste experience of adults which is changing and becoming more mature

Leopard Natural is suited for everyday situations in the busy life of consumers





# AND YOU ?

## DIVERSIFICATION

Be the first to offer to your customers a unique drink that combines VITALITY to the NATURAL STRENGTH of the ingredients.

## LOYALTY

You can retain your customers, thanks to a product / new category that can be drunk alone or mixed, even several times the same day.

## CUSTOMER BASE DEVELOPMENT

Thanks to Leopard you can win new customers, from soft drink consumers to fruit juice consumers.

## VISIBILITY

Leopard provides you with branded material for service and visibility, to capture the attention of your customers and to set up your store.







# BRAND AWARENESS



## WE ARE TRYING TO CONNECT WITH OUR CONSUMERS THROUGH:

- tasting in points of sale and gadgets
- sampling around points of interest / main cities
- Leopard tailor made road tours



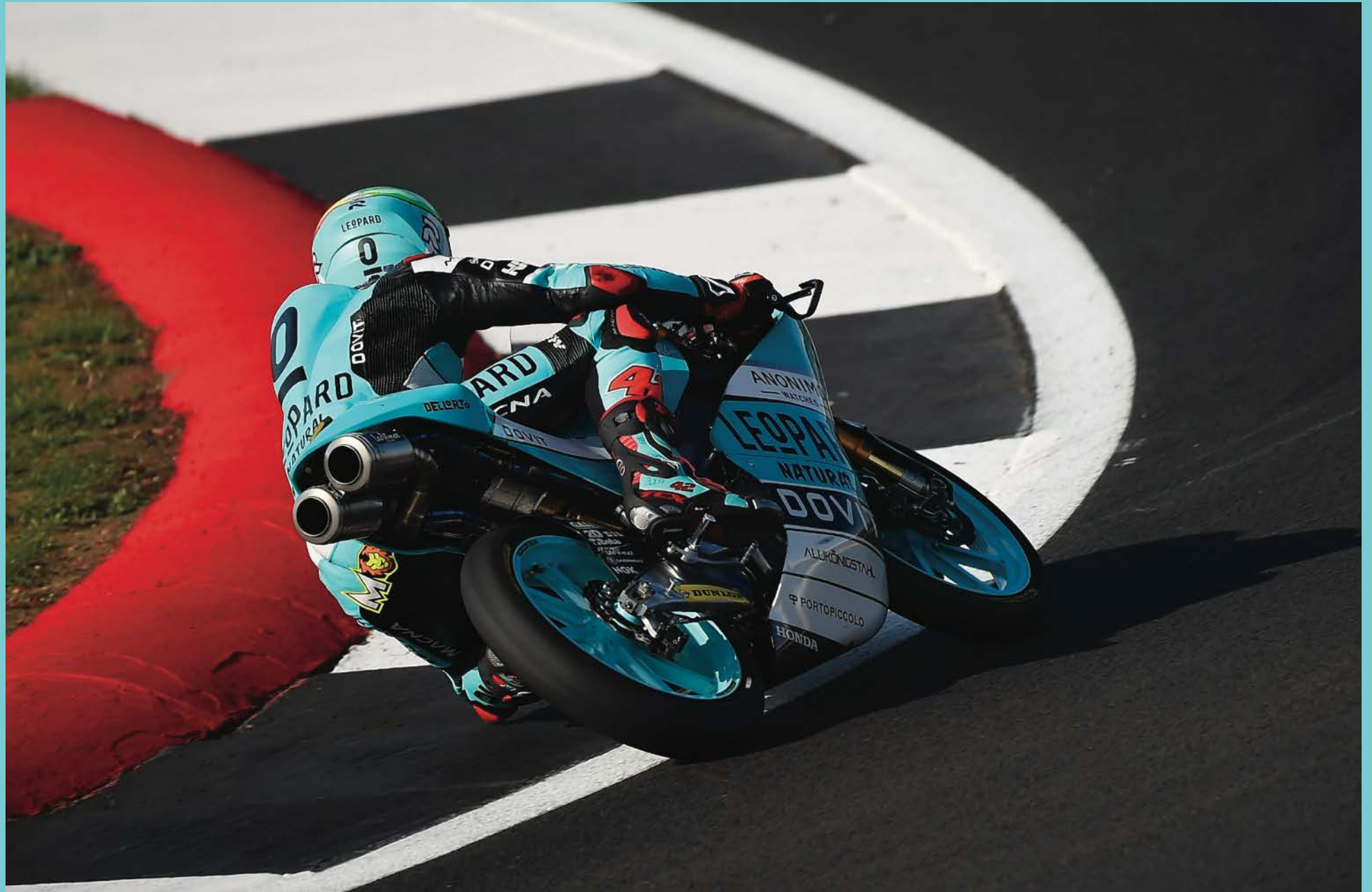
## ENGAGING CONSUMERS THROUGH:

- social media
- contest

## SUPPORTING DIFFERENT CHANNELS (RETAIL & HORECA) WITH BRANDED MATERIALS



# BRAND AWARENESS



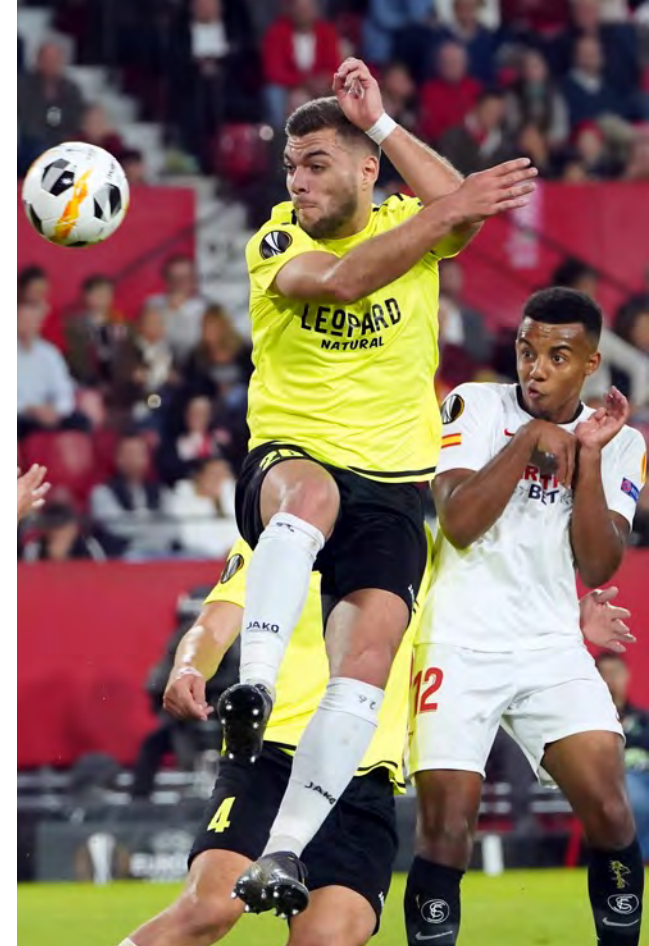





Two Audi Sport rally cars are shown on a track. The car in the foreground is light blue and white, with 'LEOPARD NATURAL' and 'Audi Sport' branding. It has the number 69 and the name 'J.K. Vernay' on the front. The car behind it is also a rally car, with 'YOKOHAMA' and 'Shedden' visible.











# **LEOPARD PRODUCT SHEET**

## **AND TECHNICAL INFO**



# PRODUCT SHEET



## IN 100 ML

Energy value kj	138
Energy value kcal	33
Fat (g)	< 0,5
Saturated fat (g)	< 0,1
Carbohydrates (g)	7,5
Of which sugar (g)	6,4
Protein (g)	< 0,5
Sodium (g)	0,002





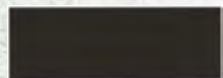
## TECHNICAL INFO

<b>Content can</b>	250 ml sleek
<b>Packaging type</b>	Aluminium
<b>Package</b>	24 cans = 1 tray
<b>Trays in pallet</b>	100
<b>Layers in pallet</b>	10 layers per 10 trays
<b>Pallet (in mm)</b>	EuroPallet = 1200 x 800 x 155
<b>Tray (in mm)</b>	345 x 232 x 50
<b>Can (in mm)</b>	Height: 114 - Diameter: 58
<b>Weight of pallet</b>	+/- 750 kg
<b>Weight of tray</b>	6,65 kg
<b>Weight of can</b>	265 g
<b>Durability</b>	2 years





# O



**LEOPARD**  
**NATURAL**

## Signature Wine and Spirits

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PERFUME  
TREE GIN  
HONG-KONG

GRACIAS  
MADRE  
SPICED RUM

XAU  
LUXURY VODKA

SARAJISHVILI  
SAUVIGNON

Pādre  
SUPER PREMIUM TEQUILA

RHUM  
Mora Mora  
MADAGASCAR

MARZADRO  
Distillatori per passione dal 1949

MIRABEAU  
EN PROVENCE

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