



ATOMIC
DRINKS

ATOMIC DRINKS

ENERGY DRINKS
SPORTS DRINKS

2023

HISTORY

- ❑ **2002:** Marc Lenaerts, developed his own energy drink which had to be a combination of taste, fun and functionality. **ATOMIC[®] Energy Drink** was born.
- ❑ **2003:** The distribution started in Belgium, one of Europe's most competitive & hardest to penetrate markets.
- ❑ **2010:** Atomic Sugar-Free is launched. The 6-pack and 355ml can are launched.
- ❑ **2020:** Creation of AtomicDrinks Central Europe s.r.o., covering the East European markets.
- ❑ **2021:** Development of the Atomic Sports Drinks range.
- ❑ **2022:** Creation of AtomicDrinks Colombia s.a.s. – South America.



THE ENERGY DRINK MARKET

- ❑ Energy Drinks and Sports Drinks are growing dynamically in the soft drink market, unlike traditional soft drinks.
- ❑ A recent study by Euro Monitor expects the Energy Drinks market to rise to **€108.40 billion** by 2031.
- ❑ In the current market, there are only a few alternatives to the market leader Red Bull. Two competitors have been taken over by major players such as PepsiCo and Coca-Cola.
- ❑ Atomic produces not only Energy Drinks but also Sports Drinks. The Sports Drinks segment is in full development with only a few competitors and excellent profit margins. Most Sports Drinks are just not tasty.



SHARE YOUR **ENERGY!**

ATOMIC[®] energy drinks are designed to give you energy, before, during and after exercise.

They allow for a faster recovery and help increase performance.

Whether you need a boost of energy during work, while studying, on long trips or during intensive sports and training activities, **ATOMIC[®] Energy Drinks** have all the ingredients to give you that extra boost.

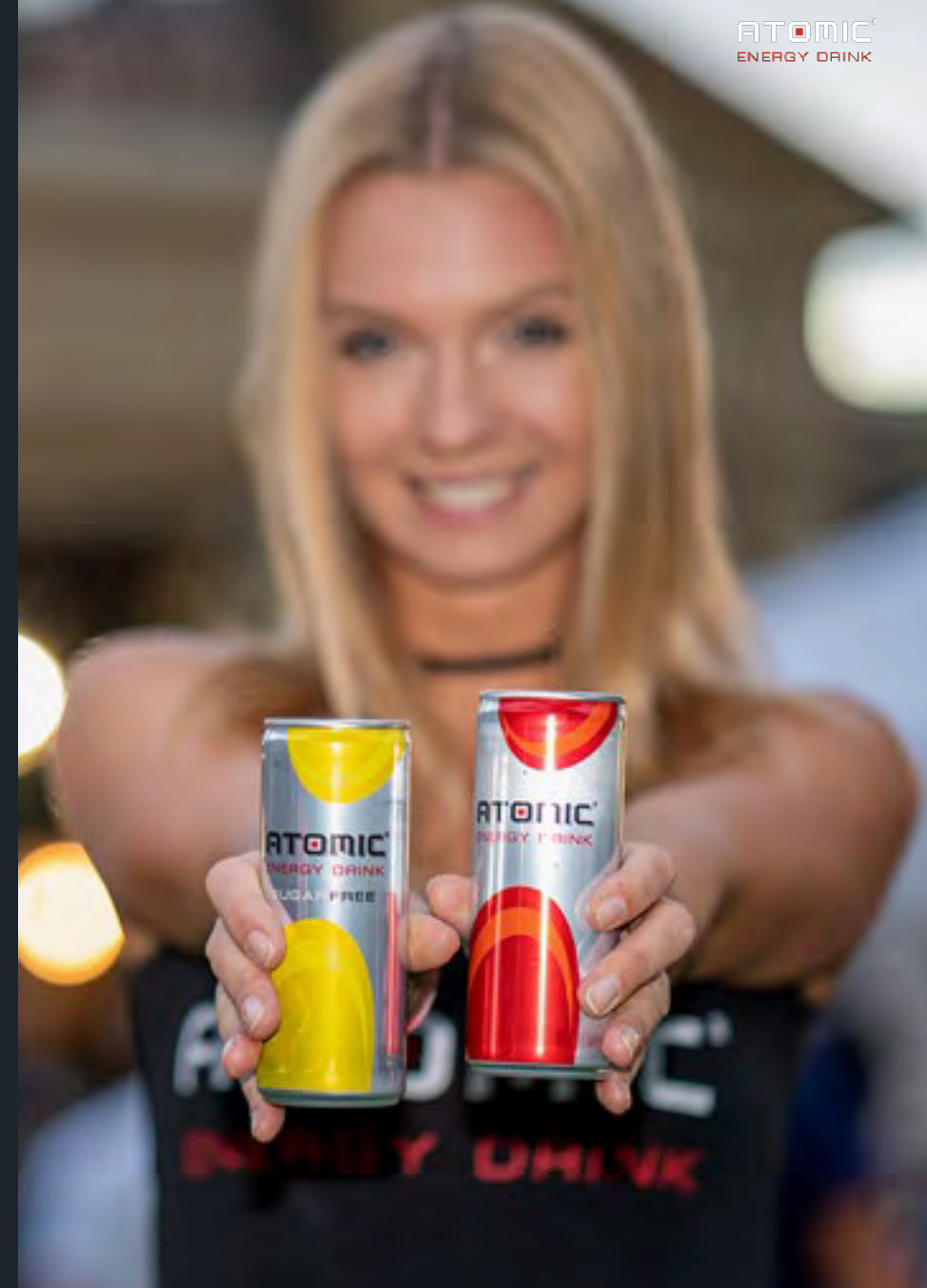
ATOMIC[®] Energy Drinks not only taste great, but they also help professionals, students, sports fans, athletes and people who lead busy lives recover faster and help increase performance.

ATOMIC[®] CLASSIC distinguishes itself from other brands of energy drinks, in its superior taste and high standards of quality, making it a premium product. **75% of the people who tried ATOMIC[®] CLASSIC could not differentiate it from the market leader, and 92% of the people preferred it over the market leader.**

The most appreciated factors are:

- a less overwhelming after-taste
- an overall more refreshing impression
- a cheaper alternative to the marketleader.

ATOMIC[®] SUGARFREE distinguishes itself from other brands of sugar-free, light energy drinks, in that it maintains a very similar taste to the **ATOMIC[®] CLASSIC Energy Drink**, whereas the competing products taste different from their original energy drink.



PRODUCTS



Classic



Sugarfree



**Mambo
Jambo**
With alcohol

AVAILABLE
SUMMER 2023



Mojito



Tropical



ATOMIC[®]

ENERGY DRINK

Whether you need a boost of energy during work, while studying, on long trips or during intensive sports and training activities, **ATOMIC[®] Energy Drink** has all the ingredients to give you extra support.

ATOMIC[®] Energy Drink not only tastes great, it also helps professionals, students, sports enthusiasts, athletes and people who lead busy lives.

ATOMIC, SHARE YOUR ENERGY !





INGREDIENTS

Taurine

One can of **ATOMIC** contains 880 mg of taurine. Taurine occurs naturally in the human body, primarily in muscles, brain, heart, and blood. Unlike the familiar amino acids, taurine or L-Taurine, to be more specific, is not used as a building block of proteins. It is called an “essential” amino acid because the human body, although it desperately needs it, cannot synthesize it; we have to extract it from the food we eat. Since taurine is not used for protein, biochemists classify it as a conditionally essential amino acid.

Caffeine

It is contained in many food products such as coffee, tea or chocolates. A 250 ml can of **ATOMIC** Energy Drink contains 75 mg of caffeine. That's roughly the equivalent of two strong cups of coffee. In comparison, Cola contains around 35 mg of caffeine per 330 ml.



ATOMIC[®]

ENERGY DRINK



Quality

ATOMIC Energy Drink is produced under strict quality controls and is distinguished from other energy drink brands by its superior taste and high-quality standards, which allows us to compete with major brands.

Nutritional Values

Energy	192kj (45kcal)
Protein	0g
Carbohydrates	11g
of which sugars	10g
Fat	0g
Saturated Fats	0g
Taurine	3,52g/l
Caffeine	0,32g/l
Vitamin B3	6.4mg (min. 40% RDA)
Vitamin B5	2.4mg (min. 40% RDA)
Vitamin B6	0.56mg (min. 40% RDA)
Vitamin B2	0.56mg (min. 40% RDA)
Vitamin B12	0.4µ (min. 16% RDA)

RDA = Recommended daily allowance.







MAMBO JAMBO THE PARTY ENERGY DRINK



Contains 18% Alcohol (Vodka)

GO FURTHER RECOVER FASTER ATOMIC[®] SPORTS DRINK

Stay hydrated with essential salts and minerals.

ATOMIC[®] Sports Drink replenishes electrolytes, carbohydrates, vitamins and minerals during physical activity. Its superior taste and high-quality standards set it apart from other sports drink brands.

Whether you are a student, sports enthusiast, athlete, or working in warm conditions and find yourself dehydrated or needing to replace lost nutrients and increase your energy and fluid levels, **ATOMIC[®] Sports Drinks** has all the balanced ingredients you need to give you that extra support.

Available
Summer 2024



RED PUNCH



ORANGE



LEMON



PINK
GRAPEFRUIT



ACAI
BLUEBERRY



WATERMELON

**GO
FURTHER** RECOVER
FASTER



ATOMIC[®]
SPORTS DRINK

ATOMIC[®] SPORTS DRINK contains the following:

Carbohydrates

Carbohydrates are your body's main source of energy.

When carbohydrates are broken down during digestion, they release glucose, or blood sugar, which is released into the bloodstream and used to create a variety of substances that promote muscle contraction and nerve cell function. During intense and prolonged physical activity, your body's glucose store can be depleted, which can lead to physical exhaustion without replenishing itself.

Vitamins, minerals & trace elements.

ATOMIC[®] Sports Drinks contains Vitamin B6 & Vitamin C, all of which support energy metabolism. Based on a 2,000 calorie per day diet, ATOMIC[®] sports drinks contain 10% of your daily intake of vitamins B-6. Vitamin B-6 is associated with the creation of red blood cells, which increases oxygen in your bloodstream.

Electrolytes

Electrolytes regulate the pH of the water and blood in your body. Since muscles are partially made of water and nerves which are dependent on proper blood pH, electrolyte imbalance can lead to dehydration, muscle fatigue, decreased efficiency during physical activity.

ATOMIC[®] Sports Drinks replenishes the four electrolytes (sodium, potassium, calcium, magnesium) usually lost by sweating.

ATOMIC[®]
SPORTS DRINK

ATOMIC[®]
SPORTS DRINK

Workout Harder
Recover faster



Nutritional information (per 100 ml) – as per the CEE directive 90/496	Unit/ 100 ml	RI* / 100 ml
Energy	119,0 kJ 28,0 kcal	3,10 %
Fat → saturated fats	0 g 0 g	0,00 % 0,00 %
Carbohydrates → sugars	7 g 7 g	2,00 % 7,00 %
Protein / Fiber	0 g	0,00 %
Potassium	0,10 g	4,00 %
Sodium	0,25 g	5,00 %
Vitamin B6	0,13 mg	10,00 %

ATOMIC SPORTS DRINK with red fruit flavour and vitamins.

Ingredients: Water, Sugar, Black Carrot Juice Concentrate, Glucose natural fruit sweetener, E330 Citric Acid, E331 Sodium Citrate, Natural Red Fruits Flavouring, Sodium Chloride, Potassium Chloride, Vitamin C, Vitamin B6, O'Neil's Irish Atlantic Sea Minerals. Natural aroma with added vitamins and trace elements. Vitamin B6 helps reduce fatigue. No added preservatives. It is recommended to have a varied, balanced diet and active lifestyle. Keep cool, dry and out of sunlight.

RED PUNCH

ATOMIC®
SPORTS DRINK

Hit Harder
Recover faster



Nutritional information
(per 100 ml) – as per the
CEE directive 90/496

Unit/ 100 ml

RI* / 100 ml

Energy	119,0 kJ 28,0 kcal	3,10 %
Fat → saturated fats	0 g 0 g	0,00 % 0,00 %
Carbohydrates → sugars	7 g 7 g	2,00 % 7,00 %
Protein / Fiber	0 g	0,00 %
Potassium	0,10 g	4,00 %
Sodium	0,25 g	5,00 %
Vitamin B6	0,13 mg	10,00 %

ATOMIC SPORTS DRINK with orange flavour and vitamins.

Ingredients: Water, Sugar, Glucose natural fruit sweetener, E330 Citric Acid, E331 Sodium Citrate, natural orange flavouring, Sodium Chloride, Potassium Chloride, E160a(ii) Beta Carotene, Vitamin C, Vitamin B6, O'Neil's Irish Atlantic Sea Minerals. Natural aroma with added vitamins and trace elements. Vitamin B6 helps reduce fatigue. No added preservatives. It is recommended to have a varied, balanced diet and active lifestyle. Keep cool, dry and out of sunlight.

ORANGE

ATOMIC®
SPORTS DRINK

Ride Harder
Recover faster



Nutritional information
(per 100 ml) – as per the
CEE directive 90/496

	Unit/ 100 ml	RI* / 100 ml
Energy	119,0 kJ 28,0 kcal	3,10 %
Fat	0 g	0,00 %
→ saturated fats	0 g	0,00 %
Carbohydrates	7 g	2,00 %
→ sugars	7 g	7,00 %
Protein / Fiber	0 g	0,00 %
Potassium	0,10 g	4,00 %
Sodium	0,25 g	5,00 %
Vitamin B6	0,13 mg	10,00 %

ATOMIC SPORTS DRINK with lemon flavour and vitamins.

Ingredients: Water, Sugar, Glucose natural fruit sweetener, E330 Citric Acid, E331 Sodium Citrate, Natural Lemon Flavoring, Sodium Chloride, Potassium Chloride, Vitamin C, Vitamin B6, O'Neil's Irish Atlantic Sea Minerals, E110 Sunset Yellow, E102 Tartrazine, E211 Sodium Benzoate. Natural aroma with added vitamins and trace elements. Vitamin B6 helps reduce fatigue. No added preservatives. It is recommended to have a varied, balanced diet and active lifestyle. Keep cool, dry and out of sunlight.

LEMON

ATOMIC[®]
SPORTS DRINK

Jump Higher
Recover faster



Nutritional information
(per 100 ml) – as per the
CEE directive 90/496

Unit/ 100 ml

RI* / 100 ml

Energy	119,0 kJ 28,0 kcal	3,10 %
Fat → saturated fats	0 g 0 g	0,00 % 0,00 %
Carbohydrates → sugars	7 g 7 g	2,00 % 7,00 %
Protein / Fiber	0 g	0,00 %
Potassium	0,10 g	4,00 %
Sodium	0,25 g	5,00 %
Vitamin B6	0,13 mg	10,00 %

ATOMIC SPORTS DRINK with pink grapefruit flavour and vitamins.

Ingredients: Water, Sugar, Glucose natural fruit sweetener, E330 Citric Acid, E331 Sodium Citrate, Natural Pink Grapefruit Flavouring, Sodium Chloride, Potassium Chloride, E163(ii) Anthocyanin, Vitamin C, Vitamin B6, O'Neil's Irish Atlantic Sea Minerals. Natural aroma with added vitamins and trace elements. Vitamin B6 helps reduce fatigue. No added preservatives. It is recommended to have a varied, balanced diet and active lifestyle. Keep cool, dry and out of sunlight.

PINK GRAPEFRUIT

LOGISTICS AND PACKAGING

ATOMIC
DRINKS



ATOMIC[®]

ENERGY DRINK

LOGISTICS & PACKAGING

PRODUCT	ATOMIC [®] CLASSIC	ATOMIC [®] SUGARFREE	MAMBO JAMBO 18% Alc.
SLIM CAN	250 ML	250 ML	250 ML
CANS/TRAY	24 x 250 ML	24 X 250 ML	24 X 250 ML
TRAYS/E-PALET	120	120	120
TRAYS/ONE-WAY PALLET	160	160	160
EURO-PALETS/TRAILER/LKW	29	29	29
TOT. TRAYS/TRAILER/LKW	3,480	3,480	3,480
ONE-WAY PALLETS/40' FCL	22	22	22
TOT. TRAYS/40' FCL	3,520	3,520	3,520
TRAYS BULK/20' FCL	3,144	3,144	3,144
SHELF LIFE	24 MONTHS	24 MONTHS	24 MONTHS
H.S. CODE	22 02 1000	22 02 9090	22 08 9069

** For customized labels/cans, the minimum order quantity per reference is 4 x 40' FCLs (14,080 trays – 337,920 cans).*

ATOMIC[®]

SPORTS DRINK

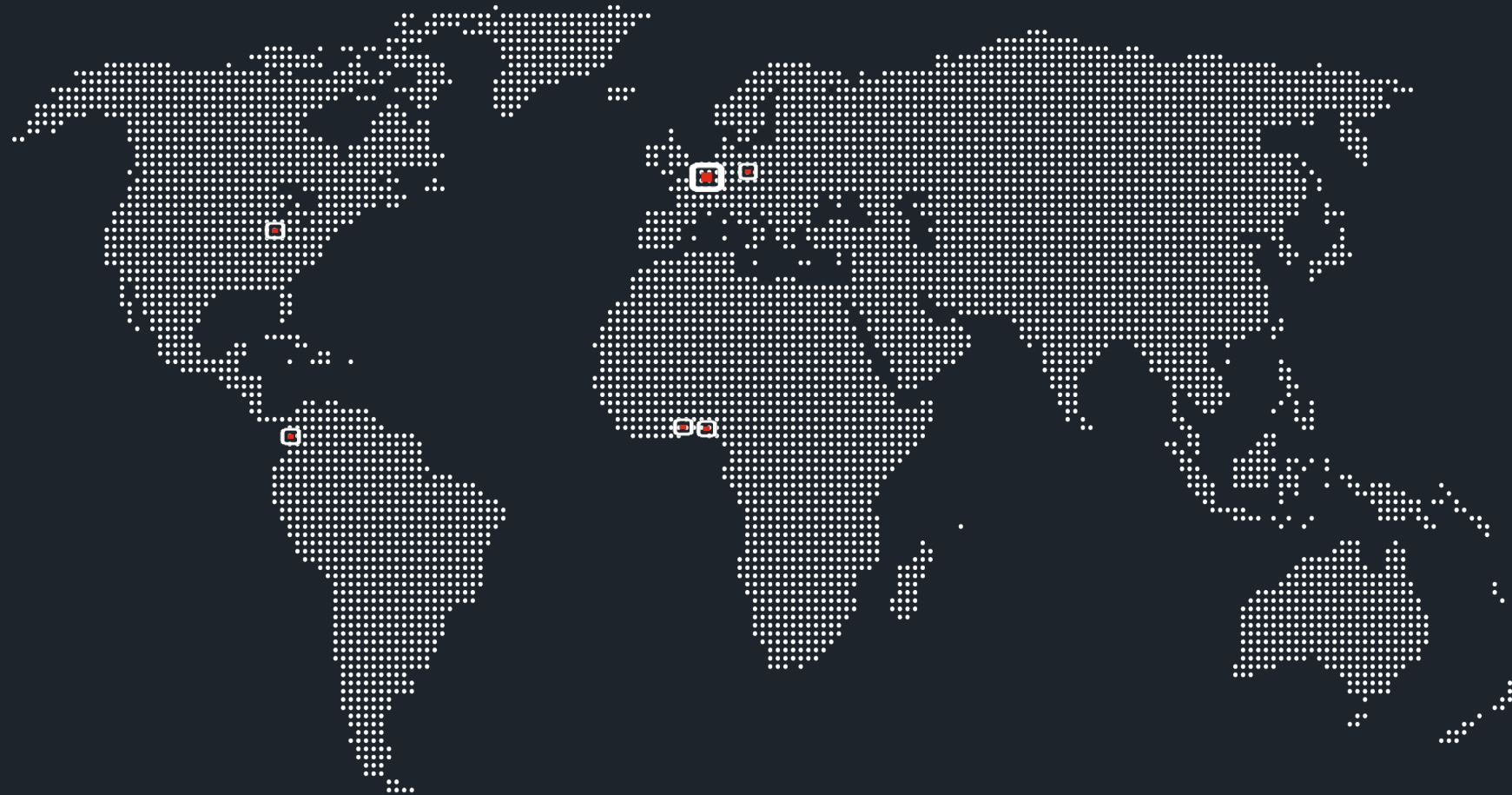
LOGISTICS & PACKAGING			
PRODUCT	RED PUNCH	ORANGE	PINK GRAPEFRUIT
PET BOTTLE 555 ML	555 ML	555 ML	555 ML
BOTTLES/TRAY	12 X 555 ML	12 X 555 ML	12 X 555 ML
TRAYS/E-PALET	96	96	96
E-PALETS/TRAILER/LKW	29	29	29
TOT. TRAYS/TRAILER/LKW	2,784	2,784	2,784
E-PALETS/40' FCL	24	24	24
TOT. TRAYS/40' FCL	2,304	2,304	2,304
SHELF LIFE	12 MONTHS	12 MONTHS	12 MONTHS
H.S. CODE	22 02 9919	22 02 9919	22 02 9919

** For customized labels, the minimum order quantity per reference is 4 x 40' FCLs (9,216 trays – 110,592 bottles).*

Worldwide Distribution

Atomic Drinks was established in 2001, after analyzing the sales potential of energy drinks.

Distribution has started in Belgium, one of the most difficult markets in Europe. Following this success, Atomic® Energy Drink is now distributed worldwide.



OVERSEAS OFFICES

EUROPE

- Atomic Drinks bv - Headquarters
- Atomic Drinks Central Europe s.r.o.

AFRICA

- Atomic Drinks Nigeria Co. Ltd.
- L'Atomic Benin sarl

NORTH AMERICA

- Atomic Drinks USA LLC.

LATAM AND CARIB.

- Atomic Drinks Colombia Ltda.

Atomic Drinks Merchandising



We offer great merchandising products at a fair price.

In addition to the various strengths of the product itself, we also maintain a permanent dialogue with our customers, to ensure constant feedback on sales, marketing and stock positions. Nothing less can be expected from a successful collaboration.

Our strategy is to build strong, reliable and lasting partnerships. It is not only the product that is the basis of success, but also the distribution network that has been created around it. Our goal is to work with our customers to enter this most profitable market segment.



ESPORTS

Esports is an emerging billion-dollar market which is mainly attended by our primary target group.

Sponsoring Esports teams offers Atomic Drinks several opportunities and benefits:

- ❑ Atomic can reach a young target group that we would not reach that easily and cost-effectively by other means. There are more and more major competitions, both on regional, national and international levels, which all receive broad media coverage as all are streamed live to an ever-growing young public.
- ❑ The degree of individualization is significantly higher. In contrast to “normal” sports, advertising in eSports is not restricted to certain spots on players’ jerseys. Logos can be found on every free spot of the jerseys, the sleeves, the back, the front, but also on the gaming chairs, headphones, and PCs.
- ❑ E-sports offers a new sales channel for all of the Atomic Drinks products (Energy Drinks, Sports Drinks, BCAA Drinks, Sports Powder and even Power snack bars), and through which we can generate a young, modern image and interact authentically with the young target group.





**Interested in the distribution of
Atomic Drinks?**

Get in touch with us.

Atomic Drinks bv

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