



**effect<sup>®</sup>**  
your energizer.





We stay true to ourselves – and have done so since 2002. And we are always inventing new things. In terms of flavours. In terms of look. At our own innovation lab. We are driven by the latest trends, flavour diversity and outstanding design. We get to the point and supply excellent energy. And do so in a variety of containers.





# effect<sup>®</sup> Energy.

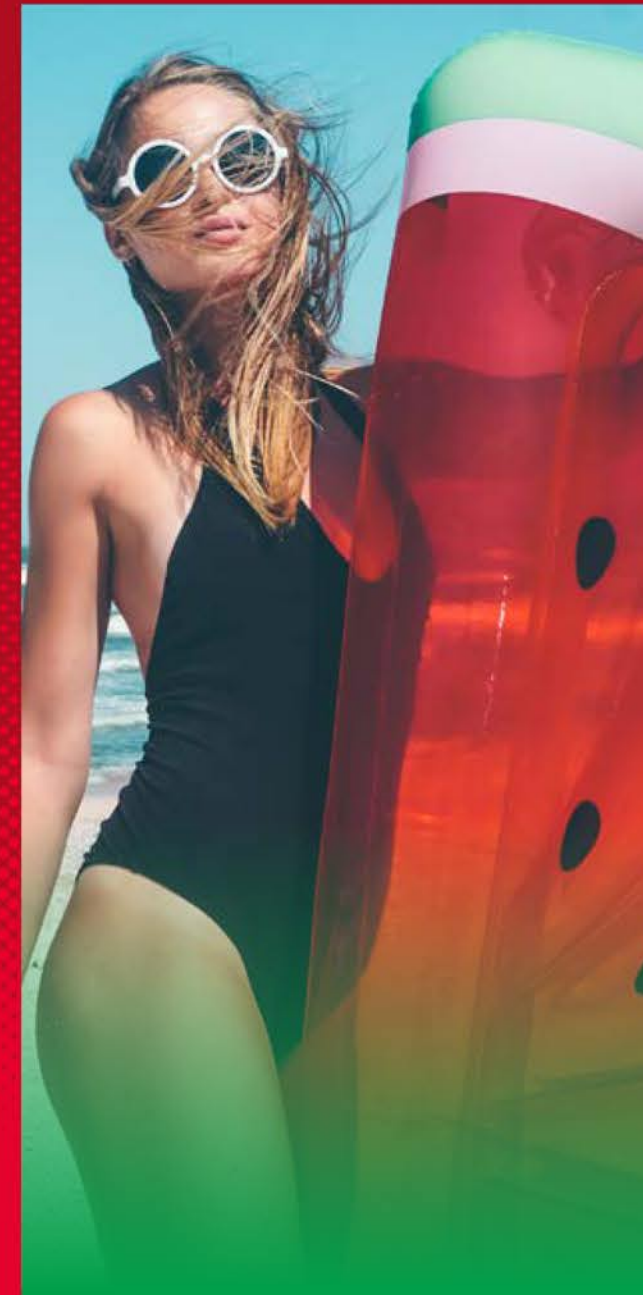


**We win over  
new consumers  
for greater  
sales success!**



**effect<sup>®</sup>  
CLASSIC  
Energy.**

The original sweetens  
sales with or without  
sugar.



**effect<sup>®</sup>  
FLAVOURED  
Energy.**

Bombastic flavours  
and explosive designs  
for more energy.



**effect<sup>®</sup>  
MIX.**

Big in the  
premix segment.  
Ready-to-Drink.  
Ready-to-Party!





# effect® CLASSIC Energy.

The original  
sweetens sales  
with or without sugar.

## Since 2002.

The unmistakable effect® CLASSIC Energy flavour was created in our innovation lab using high-quality ingredients and a unique recipe. It was the first variety to feature the stylish effect® label, which first appeared in 2002. The can with the 15 red dots is now causing a stir in 57 countries around the world. Unique developments have since spawned from this core. And there are more to come.



Two cans  
with one thing  
in common:  
sales!

This perfect pairing  
will put you in pole  
position in the race  
for increased sales.

### effect® CLASSIC Energy



High-quality ingredients, immense innovative capacity and our unique recipe featuring taurine, caffeine and glucuronolactone create the inimitably classic effect® flavour.

105,6 mg caffeine

35,3 g sugar

### effect® ZERO Sugarfree



A veritable classic from our innovation lab: 0% sugar and 100% taste thanks to a heady mix of taurine, caffeine and glucuronolactone.

105,6 mg caffeine

0 g sugar

\* All figures relate to a 0.33 l can.



# effect® FLAVOURED Energy.

The sales booster:  
bombastic flavours  
and explosive designs  
for more energy.

Since 2017.

The consumers love new trends. And we develop them. effect® FLAVOURED Energy stands for flavour diversity in an innovative design featuring classic energy compounds plus guarana and ginseng.

## Guarana and ginseng two boosters for effect® FLAVOURED Energy!

Guarana contains twice as much caffeine as coffee beans and is said to enhance performance. And that's not all! Ginseng can strengthen the immune system, stave off fatigue and make the body more resilient to stress. Every effect® FLAVOURED Energy variety features not only a unique flavour, but also guarana and ginseng

### effect® BLACK AÇAÍ



Slightly fresh sweetness with the trendy flavour of the South American açai berry, halal-certified. Contains the vitamins niacin, pantothenic acid, B6 and B12.

72,6 mg caffeine

36,3 g sugar

### effect® GRAPE MINT



Energy drink with grape and mint flavor Inspired by the popular taste from the shisha world. Contains the vitamins niacin, B6 and B12.

105,6 mg caffeine

36,3 g sugar

### effect® COCONUT BLUEBERRY



A tropically refreshing flavour with subtle sweetness. Our exotic trend flavour has a strong coconut taste with a slight blueberry twist. Contains the vitamins niacin, B6, B2 and B12.

105,6 mg caffeine

36,3 g sugar

### effect® BUBBLE GUM



A sweet, intensive and refreshing chewing gum flavour – perfect for the young target group. Contains the vitamins niacin, B6, B2 and B12.

105,6 mg caffeine

31,7 g sugar

### effect® GUAVA MASSIVE



A pink liquid that tastes sweet and fruity. Bursting with guava flavour! Contains the vitamins niacin, pantothenic acid, B6 and B12.

105,6 mg caffeine

24,1 g sugar

### effect® STRAWBERRY APRICOT



Refreshing sweet summer strawberry and apricot flavour. Juicy thirst quencher! Contains vitamins niacin, pantothenic acid, B6 and B12

105,6 mg caffeine

39,6 g sugar

\* All figures relate to a 0.33 l can.



# effect<sup>®</sup> MIX.

Big in the  
premix segment.  
Ready-to-Drink.  
Ready-to-Party!

Since 2010.

Open a can and party hard: effect<sup>®</sup> MIX is the party flavour for on the go! The perfect mix of effect<sup>®</sup> Energy flavour and high-quality 9 MILE vodka in a cool matt black look. Fans of ready-mixed alcoholic drinks can get their hands of true quality. And get every party started.

## effect<sup>®</sup> VODKA & ENERGY



The popular effect<sup>®</sup> CLASSIC flavour mixed with first-class, granite-filtrated 9 MILE vodka for top quality which is ready to drink. The perfect mix for anyone who wants to get the party started on the way to the party!

75,9 mg caffeine

10 % ABV

## effect<sup>®</sup> VODKA & AÇAÍ



The fruity effect<sup>®</sup> BLACK AÇAÍ flavour combined with the mild flavour of granite-filtrated 9 MILE vodka. A punchy taste experience for unforgettable party nights.

52,8 mg caffeine

10 % ABV

\* All figures relate to a 0.33 l can.



A photograph of four young adults (two men and two women) sitting on a concrete ledge with graffiti. They are all holding cans of effect energy drink. The man on the far left is wearing a black t-shirt and blue jeans. The woman next to him is wearing a white jacket and dark pants. The man next to her is wearing a purple t-shirt and dark pants. The woman on the far right is wearing a light blue hoodie and light blue jeans. They are all smiling and looking towards the right. The background is a clear blue sky with some clouds.

**Young,  
trend-conscious  
and ready to spend.**

**The effect®  
Energy brand's  
focus target  
group.**

## **effect® your energizer.**

More and more people are reaching for energy drinks. These popular beverages with functional ingredients are a must in particular in free time, at work and when partying. In 2021 alone, around 10.3 million Germans consumed energy drinks – 7.11 million men and 3.19 million women.<sup>1</sup> Approximately 4.41 million Germans from the age of 14 consume energy drinks more than once a month, with 820,000 even consuming them daily.<sup>2</sup>

The core target group is young men up to their early 30s, who purchase and consume energy drinks as a performance booster and due to flavour diversity – there is a reason why demand for renowned brand-name products such as effect® continues to increase. The consumers' interests, needs, motivations and consumption reasons vary greatly. A key factor in the success of the effect® brand is therefore how it capitalises on various target group-relevant topics and diverse flavours!

For example, effect® has not only sponsored various renowned esports teams such as FC Schalke 04 Esports, VfL Wolfsburg E-Sport and VfL Bochum 1848 eSports, but has also presented the weekly ProSieben MAXX show 'ran eSports – Professional. Gaming. Magazine.'

effect® is also heavily represented in football – be it at BVB (2020/2021 season), at SC Paderborn 07 (2019/2020 season) or at the Schüco Arena in Bielefeld (2019/2020 season), effect® has engaged with more than 690 million contacts with its football-related activities in this highly charged environment.

<sup>1,2</sup> Source: IfD Allensbach 2021: German population by frequency of energy drink consumption from 2017 to 2020 in millions.



# German rap music — a mouthpiece for young people.

## From a niche existence to a market for millions.

In 2001, three young men founded the record label Aggro Berlin and triggered the first German rap music hype. It signed artists such as the rappers Sido, B-Tight, Bushido and Fler – renowned artists and personalities who have reaped innumerable awards and chart hits. The hardcore beats and aggressive lines touched a nerve with the young people of that time and continue to delight fans of German rap to this day. German rap music is therefore not only a veritable success story, but also a promising platform for effect® that reaches the core target group.



**Jamule**

Jamule demonstrates his unique voice with its high recognition value and his diversity on every single track. effect® supports him in his tracks 'Liege wieder wach', 'Jung' and 'Blauer Himmel' and has notched up 11.1 million YouTube views!



**Summer Cem**

German rapper Summer Cem has an ice-cold video – effect® featured in his track "Ice Cubes" multiple times, was celebrated by the rap community and racked up millions of YouTube views.



**t-low**

With 'Sehnsucht', one of the most up-and-coming artists in the German rap business scored a huge hit that sold in the millions – and which prominently featured effect®. The track generated over ten million YouTube views in just five months – with the number still rising.



**Montez**

Montez established himself as a true superstar at the latest with the release of 'Auf & Ab', which sat at the top of the Spotify charts for the following five weeks. effect® also features in five of his rap ballads. The result: no less than 6.8 million views and a great deal of visibility for effect®.



**Sun Diego**

After the two successful studio albums 'Planktonweed Tape' and 'Started from the Bottom', Sun Diego a.k.a. SpongeBOZZ is back in the rap game! With the high-profile support of effect®, the two singles 'La Familia 2' and 'Hasatan' generated more than 1.7 million YouTube views in next to no time.



**Apache 207**

This German rap scene star scores one hit after the other. Everyone is familiar with his best-known track 'Roller'. When his new track 'Vodka' was released, Apache 207 casually rapped on Instagram holding an effect® MIX can in his hand, not only grabbing people's attention, but also being viewed by millions of people.



# Digital reach in the millions.

## Generating success with influencer marketing.

More and more companies are collaborating with influencers on social media platforms to showcase their products as best they can. effect® makes use of this established form of promotion too and is further expanding its reach by means of cooperations with various DJs, content creators and lifestyle personalities – in particular within the young target group.



FOLLOW US



## More than 285 million contacts a year.



Instagram, Facebook, TikTok, YouTube and Twitch – effect® gets in on the act everywhere and uses social media to in particular reach the young target group and tomorrow's buying public. In 2021 alone, the brand invested more than a million euros in brand positioning and in building up its community across all the relevant channels. With great success – the effect® fan crowd continues to grow!



Bonez MC  
2.900.000 Follower



Justin Prince  
560.500 Follower



Kim Lamarin  
449.000 Follower



Anastasia Rose  
285.000 Follower



Noel Holler  
20.300 Follower



And many more



# Esports thrill as many people as the Champions League.

The esports market  
continues to grow.



Who would have thought that esports would take off like this – and do so globally too? We at effect® did! Because we sound out markets, analyse developments, understand the consumers' wishes and turn our findings into excellent products. Because we seek out platforms with huge potential and make effective use of them with a carefully considered mix of sponsorship and advertising.



## Berlin, Hamburg, Frankfurt.

We know a thing or two about having an effect, as also demonstrated by our out-of-home campaign. 100,000 cross Alexanderplatz square in Berlin every day. So naturally, we caught people's attention with a large advertising poster. We demonstrated greatness at a glance on Hamburg's Reeperbahn and at heavily frequented motorway points too.

effect® is present  
in heavily frequented  
places in Germany.

**The result:**  
increased shelf  
movement, greater  
sales and higher  
turnover.



**338 m<sup>2</sup> of optimally  
located outdoor advertising.<sup>3</sup>  
Reeperbahn, Hamburg.**

effect® shows everyone in Hamburg's red-light district what a true Reeperbahn big hitter looks like!

<sup>3</sup>Source: B.A.B. MaxiPoster



**More than 63 million  
visual contacts.  
Alexanderplatz, Berlin.**

More than 100,000 people a day! The 'Alex' in Berlin is one of Europe's busiest squares. Resulting in huge awareness for effect®.



# Tailored effect® room concepts for the food service industry.

Elements and entire concepts create atmosphere and visibility.

We plan entire concepts together with restaurateurs and interior designers. Individual food service elements such as counters or DJ desks can also be easily designed in an effect® style! In this way, we combine the operators' desire for unique design with standardised effect® communication in outlets in the cities.

## XXL WALL

A matrix of 35 fields with 18 flat screens and 17 laser-cut effect® logos.



## DJ DESK

Playful effect® logo integration in the look and feel of the Tomorrows Club in Cologne.



## JOIN THE DOTS

The iconic red effect® dots feature throughout the bar and lounge setting at 5 Elements in Wildeshausen.



# effect® Tools: Masters of the unique Serves.

Clever tools  
significantly  
increase sales.

Presentation matters. The effect® tools combine aesthetics with ease of use and are therefore a perfect fit for the brand.

## SPOTLIGHTS

effect® sends a clear signal to the guests with eye-catching, bespoke neon signs.

PIRATES  
BERLIN

effect



## 360° COOLER

The 360° cooler really catches the eye behind the counter. Two doors, quicker access, double the fun!



## SERVING TOOLS

The high-class serving tools were designed with the highest standards in mind. The minimalist design language, the lush matt red colouring and effect® branding on both sides boost the brand's visibility to an exceptional level – right in front of the guests.

Wave and Square are two styles within the effect® serving tool range.





# Choose your effect® Tools for a good Party!



Keyring



Red Cup



Tent card



Poster



LED Signs



Ice Box  
Red



Serving Tool  
Square

Serving Tool  
Waved Ice Box



Silver  
Cooler



360°  
Cooler



Retro Slim Line  
Cooler

RV 300  
Cooler

Canopy tent



Inflatable tent

Can Blow Up - 6 m







# RUBY ROCK

READY TO PARTY.



Place some ice cubes in a glass, pour in 4 cl of 9 MILE vodka, add 0.25 l of effect® BLACK AÇAÍ and garnish with seasonal berries. Ready to Ruby Rock!

## The effect® signature drink.

A thrilling mix for one-of-a-kind nights. effect® BLACK AÇAÍ combined with the mild flavour of granite-filtrated 9 MILE vodka. This thrilling taste experience will lead to unforgettable party nights – in any bar, club or disco.



Get it.  
Ready-  
to-Drink.



# Makes cash registers ring. effect® as an eye-catcher.



effect®  
goal wall



effect®  
table football table



effect®  
set-up

## effect® stands out and catches people's eye with its unusual ideas.

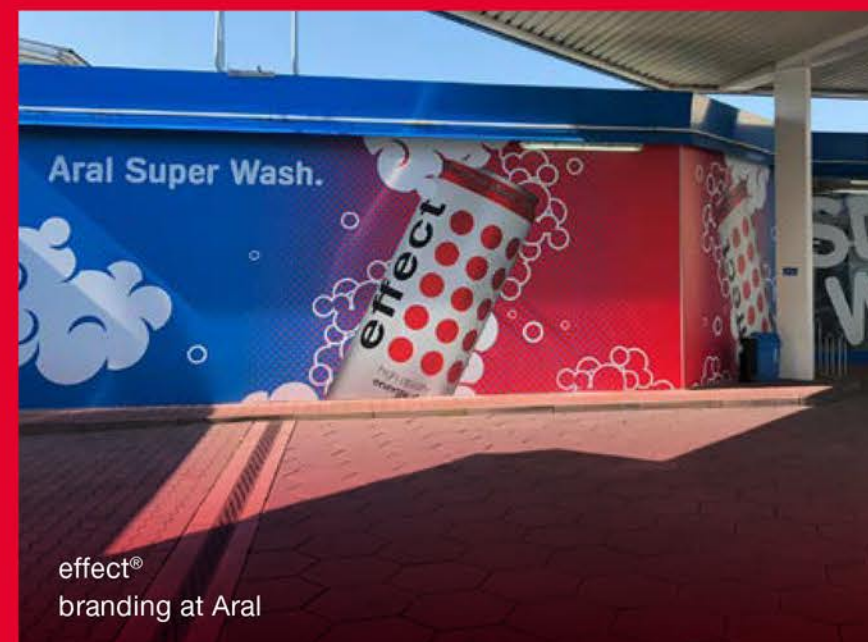


To tie in with the Super Bowl,  
effect® brings a real stadium  
feeling into stores.

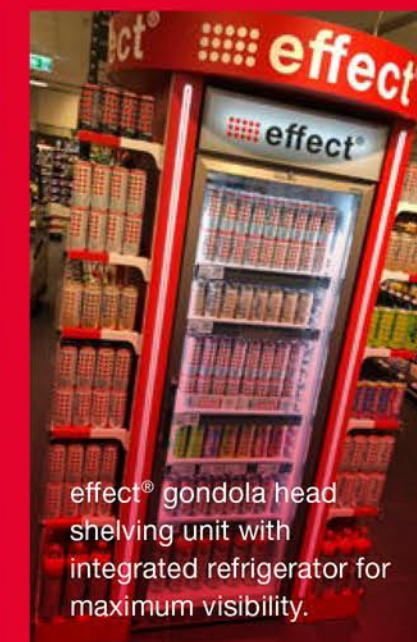


The effect® can stand-up displays  
are easy to assemble and cut a fine  
figure wherever they are placed.

Grabbing people's attention with unusual set-ups and boosting sales with promotions – that's a job for effect®! Be it a table football table, a bean-bag, a punch bag, a goal wall or modern branded effect® refrigerators, enjoy comprehensive availability and a listing with all the relevant key accounts. It's hard for retail sector purchasers to overlook effect®.



effect®  
branding at Aral



effect® gondola head  
shelving unit with  
integrated refrigerator for  
maximum visibility.



The effect® impulse-buy cooler generates  
more sales right by the checkout.



SCAN ME.



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