

BLWTM

ENERGY DRINK

PRODUCT CATALOGUE



ABOUT BLU ENERGY DRINK

BLU Energy Drink started its international operations 20 years ago to offer an energetic, contemporary alternative in the functional beverage world.

BLU Energy Drink was built on a commitment to unique flavors, innovation and consistent quality, delivering a portfolio of distinct recipes at highly competitive prices, designed to stand out on retail shelves and in nightlife venues and to appeal to consumers' tastes.

Our BLU Energy Drink range includes 13 varieties:

- BLU Classic
- BLU Mojito
- BLU Day
- BLU Grapes
- BLU Apple Melon
- BLU Watermelon
- BLU Cranberry
- BLU Red Mojito
- BLU Sugar Free
- BLU CAFFEINE FREE Tutti Frutti
- BLU CAFFEINE FREE Marshmallow
- BLU PRO POWER
- BLU PRO FOCUS



PRODUCT RANGE



MOJITO



DAY



CLASSIC



MINI 150ml

PRO



FLAVORS



CAFFEINE FREE



TUTTI FRUTTI



MARSHMALLOW

BLU-01
ORA FUNKY CAT

ORA FUNKY CAT

BLU ENERGY DRINK EDITION



ELECTRIC
POWERTRAIN



ZERO
EMISSIONS



AGILE
HANDLING



SMART SAFETY
FEATURES



LONG RANGE
PERFORMANCE

BLU ENERGY DRINK TUTTI FRUTTI

ENERGY THAT DRIVES YOU.

CAFFEINE FREE



100%
ELECTRIC POWER



ZERO
EMISSIONS



AGILE
& FUN TO DRIVE

BLU-MLW01

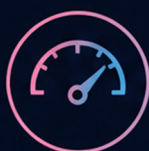
MARSHMALLOW EDITION

MARSHMALLOW

BLU ENERGY DRINK EDITION



100% ELECTRIC
Zero Emissions



INSTANT TORQUE
Smooth Acceleration



VITAMIN BOOST
B12 • B3 • B6 • B5



AGILE HANDLING
City-Ready Control

BLU ENERGY DRINK ORA FUNKY CAT

BLU EDITION



ELECTRIC POWERTRAIN
Instant torque.
Zero emissions.



BOLD DESIGN STATEMENT
Iconic BLU livery with
premium finishes.



VITAMIN BOOST IN EVERY DRIVE
B12 • B3 • B6 • B5
Fuel your energy.



AGILE & SMOOTH HANDLING
Compact, responsive and
perfect for city drives.

GLOBAL PRESENCE



30+

Countries of Operation

40+

Countries with Registered BLU Trademarks

ACTIVE MARKETS

Sweden, Norway, Finland, Denmark, Greece, Georgia, USA, Australia, Spain, Jordan, UAE (Dubai), Senegal, Ivory Coast, Mali, Algeria, Morocco, Israel, UK (small scale), Netherlands, Belgium, New Zealand, Romania and Bulgaria.

UPCOMING MARKETS

Europe: UK.
Asia: Philippines.
North America: Canada.
Africa: Nigeria, Senegal, Ghana, Gambia, Benin, Rwanda, Uganda, Kenya, Tanzania, Sierra Leone, Guinea (Conakry), Liberia and South Africa.
Latin America: Colombia, Paraguay, Peru, Ecuador, Honduras, Brazil, Mexico, Chile and Costa Rica.