



Greater **Access** to **Sales**

Est. 1992

Consult Group Beverage Catalogue

Your FMCG consultant partnership starts: **Now**

2024

Beverage Category Mix



*Energy Drinks continue to drive strong value growth up **+12.9%** after a **+8.9%** growth in the first half of 2022. Both Flavoured Milk, including Iced Coffee **+12.9%** and Sports Drinks **+ 12.6%** also recorded double digit growth.*

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Source: Retailer submissions and Circa Market Edge AU P&C data to 30/06/2023

After breaking through \$2 billion dollars for the first time in 2021, the Beverage category in 2022 again had an above average performance hitting \$2.5b in sales value. It is forecast to deliver \$2.8 billion in 2024. All subcategories apart from Tea Drinks experienced growth while six of the nine delivered double digit growth led by Protein Drinks +29.8% and Energy Drinks +26.3%. Energy Drinks continued to represent a higher share of the category value and now sits at 33%.

In 2022, Energy Drinks had another outstanding year of growth with +26.3% delivering an extra +\$184m in value for a total value of \$840m. Over the last two years Energy Drinks has jumped +\$261m in value or 45% of total Packaged Beverage value growth. While growth has slowed through the first half of 2023, it is still driving incremental sales and margin within packaged beverages and offers the channel one of the largest opportunities. Another key growth trend is the continued growth of functional “Better for you” beverages across all packaged beverage segments as consumers seek new innovative options.

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Theo Foukkare – CEO of AACS - Australian Association of Convenience Stores

KAMIKAZE ENERGY



Australia's original and first carbonated Pre-Workout Energy in a can

- 6 Market tested flavours
- Australian made Pre-Workout in a can
- 2 hours of intense energy – No crash
- 160mg Caffeine
- Added Taurine, L-Citrulline & Beta Alanine
- L-Tyrosine for laser sharp focus
- Packed with B Vitamins & Vitamin C
- Zero sugar & Zero Carbs
- Amino Acids and Electrolytes
- Use for Training, Work, Stream or Party
- Flavours include Creaming Soda, Hawaiian Spice, Slushy Madness, Blue Raspberry, Rainbow Gummy & Apple Fizz
- 500ml can in a convenient 12 Pack
- Flexible MOQs



Kamikaze Energy Drink

Suggested
RRP
\$6.95

C4 SMART ENERGY

C4 ENERGY

#1 Pre-Workout in the AU / Global Market - Fastest growing energy brand in the world

- 3 x Delicious flavours
- Natural caffeine source "InnovaTea"
- Elevated and sustained clean energy
- Helps to boost mental focus
- Zero sugar meaning zero crash
- Zero carbs
- Zero calories
- Zero artificial flavours
- Zero artificial colours
- Kevin Hart is part owner
- Use for Training, Work, Stream or Party
- Flavours include Peach Mango Nectar, Icy Blue Razz & Watermelon Burst
- 473ml can in a convenient 12 Pack
- Flexible MOQs



C4 Smart Energy Drinks

COMING
SOON



Suggested
RRP
\$5.95

GORILLA X LABS



Carbonated Performance to enhance training and weight management - PUMP, ENERGY and BURN

PUMP - Pre-Workout Boost

- Facilitate blood flow, nutrient delivery, endurance & performance
- Amplify muscle pumps and vascularity
- Achieve heightened focus and mental clarity
- Zero sugar & zero caffeine
- Flavours - Pineapple & Blue Raspberry / 355ml can / Flexible MOQs

BURN – Ignite Your Metabolism

- Promotes fat burning & weight management
- Boosts metabolism & energy expenditure
- Supports mental focus & alertness
- Aids in appetite control & cravings management
- Contains a powerful blend of thermogenic ingredients
- Zero sugar
- Flavours - Grape, Orange & Raspberry / 355ml can / Flexible MOQs

ENERGY – Sustained Power & Energy

- Long-lasting energy boost for training
- Improved stamina & endurance
- Enhanced mental focus & alertness
- Zero sugar
- Flavours - Tropical, Passionfruit & Creaming Soda / 355ml can / Flexible MOQs



Gorilla X Labs PUMP BURN ENERGY

Suggested
RRP
\$5.50

NATURALLY DRIVEN

100% Plant Based Carbonated Energy Drink – Yerba Maté Natural Energy

- 2 x Deliciously natural flavours
- Proudly Australian made and owned
- Natural caffeine energy
- 2% of revenue goes towards Rainforest Rescue
- Natural caffeine energy
- Provides energy and clarity
- Helps reduce stress and anxiety
- Aids in weight loss and metabolism
- Promotes heart health
- Supports anti-inflammatory benefits
- Flavours include Original Natural & YUZU
- 330ml can in a convenient 10 or 24 Pack
- Flexible MOQs



Naturally Driven Yerba Mate

Suggested
RRP
\$5.50

LIFE AID BEVERAGE COMPANY



FITAID Voted #1 Post Recovery Drink - All the Good Stuff and None of the Junk!

FITAID ENERGY – ENERGY + SPORTS RECOVERY

- Made in Australia
- 105mg Clean Caffeine from Green Tea
- Naturally sweetened & No Added Sugar, Preservatives or Sweeteners
- BCAAs, Turmeric, Electrolytes, Vitamins, Quercetin, CoQ10 and more.
- Flavours - Blackberry Pineapple & Mango Sorbet / 355ml can / Flexible MOQs

FITAID ATHLETIC RECOVERY

- Made in Australia
- Naturally sweetened & No Added Sugar, Preservatives or Sweeteners
- BCAAs, Electrolytes, Vitamins B, C, D3 & E, CoQ10 & Omega-3's
- Turmeric, Quercetin, & Glucosamine
- Flavour – Citrus Medley / 355ml can / Flexible MOQs

FITAID RX + CREATINE – ATHLETIC RECOVERY

- Made in Australia
- Naturally sweetened & No Added Sugar, Preservatives or Sweeteners
- Contains Creatine & Glutamine
- BCAAs, Turmeric, Electrolytes, Vitamins, Quercetin, & CoQ10
- Turmeric, Quercetin, & Glucosamine
- Flavours – Sour Grape / 355ml can / Flexible MOQs



LIFE AID - FITAID Sports Recovery

Suggested
RRP
\$5.50

GHOST ENERGY



Feel Good Energy with Authentic Flavours - Zero Sugar & No BS

COMING
SOON



GHOST ENERGY DRINK

Suggested
RRP
\$6.95

WHITE WOLF SMART ENERGY

Female Targeted Natural Energy for Fitness and Wellness – Smart Energy, Wonderfully Easy.

- Unbelievable natural flavour profiles
- All natural ingredients
- 105mg of natural caffeine
- Only 11 calories per can
- Vegan friendly
- Gluten free
- Low sodium
- Zero sugar
- Zero carbs
- Supports mental focus & capacity
- Use for Fitness, Training, Work or Study
- Flavours – Creaming Soda, Raspberry Lemonade, Strawberry & Cotton Candy
- 330ml can in a convenient 12 Pack
- Flexible MOQs



White Wolf Nutrition Smart Energy

Suggested
RRP
\$5.45

KAMIKAZE ELECTROLYTE



Australia's original and first carbonated Electrolyte in a can

- 3 Market tested flavours
- Australian made Carbonated Electrolyte in a can
- 5gm of Aminos per serve
- Repair, rehydrate & recover
- Himalayan pink salt for vasodilation
- Coconut water for hydration & electrolytes
- Essential and non-essential aminos
- Sugar free so you can drink all day
- Lightly carbonated
- Use for After Training, Post Workout & Sport
- Flavours include Creaming Soda, Hawaiian Splice & Slushy Madness
- 500ml can in a convenient 12 Pack
- Flexible MOQs



Kamikaze Hydration Sports Drink

Suggested
RRP
\$6.95

NEXUS PROTEIN SPARKLING WATER

Australian Leading Supplement Brand and First to Market Protein Sparkling Water

- Australia's original carbonated protein can
- 15.5g of protein per can
- Zero fat & Zero sugar
- Gluten free
- Dairy free
- Low carb with less than 1 gram
- Supports lean body mass & strength
- Stimulates and boosts collagen production
- Increases elastin that helps with skin, hair nails
- Added AstraGin to promote gut health
- Added Vitamin C
- Flavours include Tropical Crush, Nectar, Icy Blue Razz & Watermelon Burst
- 355ml can in a convenient 12 Pack
- Flexible MOQs



NEXUS Sparkling Protein Water

Suggested
RRP
\$5.95

NEXUS PROTEIN SPARKLING ENERGY

Australian Leading Supplement Brand and First to Market Protein Sparkling Water + Caffeine

- Australia's original carbonated protein + caffeine
- 15.5g of protein per can
- 100mg of natural caffeine
- Zero fat & Zero sugar
- Gluten free
- Dairy free
- Low carb with less than 1 gram
- Supports lean body mass & strength
- Stimulates and boosts collagen production
- Increases elastin that helps with skin, hair nails
- Added AstraGin to promote gut health
- Added Vitamin C
- Current Flavour is Sour Melon
- 355ml can in a convenient 12 Pack
- Flexible MOQs



NEXUS Sparkling Protein Water +

Suggested
RRP
\$5.95

HENRY BLOOMS BELLYME SHOTS



Make Every Day Better with BellyMe daily shots!

- Extensive range of 10 nutrient rich daily shots
- Scientifically formulated
- Fresh & delicious flavours
- All shots have Lactobacillus plantarum (L-137®)

The Range

- Energy Fuel - Caffeine + B12
- Sleep Well - Hops+ Valerian
- Muscle Boost - Turmeric + Magnesium
- Immunity - Olive Leaf + Zinc
- Hair, Skin and Nail - Collagen + Se
- Hydra Plus - Coconut + HA
- Digest Cleanse - Papaya + Apple Cider Vinegar
- Instant Lax - Prune + Inulin
- Stress Away - Ashwagandha + Lemon Balm
- Focus Kick - Caffeine + Ginkgo
- 60ml shots in a convenient 6 Pack
- Flexible MOQs



Henry Blooms BellyMe Shots

Suggested
RRP
\$4.90

THE BEST OF MOI FABULOUS MOI

One shot to own your day – Listed ARTG, AUST L 399775 & 399776

- 11 active ingredients
- 5 health and wellness benefits
- 1 single shot per day
- Helps boost daily energy
- Enhance brain health
- Supports focus and concentration
- Helps to lower stress levels
- Promotes collagen formation
- Helps to maintain gut health
- Enhance immunity
- Listed ARTG, AUST L 399775 & 399776
- Current Flavours are Lemon Lime & Mixed Berry
- 40ml can in a convenient 10 Pack
- Flexible MOQs



Best of Moi Daily Shots

Suggested
RRP
\$55.00

BLUE SPRING WATER

Thirsty for change? Pure Australian spring water in infinitely recyclable aluminium bottles!

- Australian owned, produced & sourced
- Premium pure spring water
- Water flows from the springs of Bilambil NSW
- Sustainable aluminium beverage packaging
- 75% of aluminium ever produced is still in use
- Bottles are 100% Aluminium
- Bottles are 100% Recyclable
- Bottles are 100% Washable
- Reducing single use plastic waste
- Convenient resealable lid
- Stronger than plastic
- Still water
- Sparkling & Sparkling Lemon Myrtle
- 450ml bottle & 680ml bottle options
- Flexible MOQs



Blue Springwater Still & Sparkling

Suggested
RRP
\$3.95

BOUNDLESS HYDROGEN WATER

Australia's First Physically Infused Antioxidant Hydrogen Water

- No added sugars or sweeteners
- Helps to boost energy & recovery
- Help fight inflammation with antioxidant power
- Supports immune function

Boundless SPORTS

- Achieve athletic excellence, the performance-boosting hydrogen water as used by SSFC

Boundless KIDS

- Healthy hydration for happy, active children

Boundless DETOX

- Elevate your daily performance and well-being

- 250ml can in a convenient 4 Pack
- Flexible MOQs



Boundless Hydrogen Water

Suggested
RRP
\$4.00

JIVA ENHANCED SPARKLING WATER

Australia's First Antioxidant Hydrogen Water

- 100% Natural in a glass reusable bottle
- Real fruit with a refreshing effervescent flavour
- Less than 2g of sugar per 100ml
- Help the mind and body cope with stress
- Help reduce fatigue and promote mental wellbeing

Bright Focus

- With pomegranate, apple & adaptogens

Daily Greens

- With green apple, lemon & supergreens

Hydration Boost

- With watermelon, cucumber & electrolytes

- Available in 3 flavours / 300ml bottles

- Flexible MOQs



JIVA Enhanced Sparkling Water

Suggested
RRP
\$4.50

SPIRAL SPARKLING COCONUT WATER



The Healthy Bubbly Choice with Natural Sweetness

- "The WHOLLY Water"
- Made from all natural ingredients
- Organic coconut water as a base
- Ultimate thirst quencher
- Great source of natural energy
- Gluten free
- 100% Vegan
- 100% Dairy Free
- No added sugars
- No artificial flavours
- Current Flavours include Natural, Passionfruit, Lychee, Watermelon & Ginger
- 320ml can in a convenient 12 Pack
- Flexible MOQs



Spiral Sparkling Coconut Water

Suggested
RRP
\$3.50

FAMOUS SODA CO



Feel Good. Get Famous Sugar Free Soda

- Sugar free carbonated soda
- 100% All natural
- Only 8 Calories per bottle
- Australian made & owned
- Vegan Friendly
- Gluten Free
- Natural colours
- Natural sweeteners
- No Additives or Preservatives
- 98% of customers repeat purchase
- Current Flavours include Cola, Pink Lemonade, Blood Orange, Passionfruit, Tangerine, Ginger Beer & Pineapple
- 330ml bottles in a convenient 12 Pack
- 330ml cans in a convenient 12 Pack
- Flexible MOQs



FAMOUS SODA



Suggested
RRP
\$4.50

VITTI'S WELLNESS SODAS



Taste the future of flavour with Vitti's Wellness Sodas!

- Australian made and owned
- Zero sugar
- 100% natural
- Forget better for you – it's good for you!
- No artificial flavours
- No artificial colours
- Low in carbohydrates
- High in Vitamin C
- Daily dose of pre-biotics & pro-biotics
- Current Flavours include Elderberry, Pink Lemonade, Passionfruit & Ginger + Lime
- 330ml glass bottle
- Flexible MOQs



Vitti's Wellness Soda

Suggested
RRP
\$4.00

DRINKS SORTED

Sparkling Prebiotic Soda, a new kind of soft drink that's actually better for you!

- Australian made
- 100% natural
- Naturally delicious
- Help boost gut health
- Less than 20 calories
- 99.9% sugar free
- 7g of prebiotic fibre
- 0.1g low carb formula
- Low FODMAP
- Keto Friendly
- Current Flavours include Cola, Blood Orange, Mint & Watermelon, Passionfruit, Blackcurrant & Lemon
- Available in 250ml cans in a convenient 12 Pack
- Flexible MOQs



Drinks Sorted

Suggested
RRP
\$3.50

JIVA KOMBUCHA



A vibrant refreshing, organic and vegan-friendly health drink

- Australian made and owned
- Loyal following with repeat drinkers
- 100% natural
- Organic
- Kosher
- HACCP Certified
- High in antioxidants
- Rich in probiotics to help with gut health
- Rich in essential amino acids
- Hand cut blended fruit used for flavour
- Bottles can be re-used or recycled
- Current Flavours include Original, Pomegranate, Mango Passion, Watermelon + Mint, Blueberry, Superberry, Pineapple & Ginger
- Available in 250ml & 750ml glass bottle
- Flexible MOQs



JIVA Kombucha

Suggested
RRP
\$4.00



LEVEL LEMONADE

Australia's Innovative, High Magnesium, Low Sugar Lemonade!

- Amazing flavour profiles you just must try
- High magnesium
- Helps with fatigue, anxiousness & cramps
- High Vitamin C
- 97.5% sugar free
- 75% less sugar than most soft drinks
- High fizz formula
- Current Flavours in 300ml Bottles include Level Lemonade Original, Level Lemonade & Raspberry, Level Lemonade & Cola, Level Lemonade & Pineapple, Level Lemonade & Pink Grapefruit, Level Lemonade & Orange and Level Lemonade & Ginger.
- Current Flavours in 300ml Cans include Level Lemonade Original, Level Lemonade & Raspberry, Level Lemonade & Cola and Level Lemonade & Pineapple
- 6 Pack in Bottles & 12 Pack in Cans



LEVEL Lemonade

Suggested
RRP
\$4.00

MRS TODDY'S TONICS & SPARKLING

Drink Differently, your go to Plant Based Daily Wellness Tonic

- Proudly Australian made and owned
- All natural ingredients
- No sugar
- Anti-inflammatory properties
- Deliciously refreshing flavour profiles
- Free from preservatives
- Vegan friendly

Current range includes

- GLOW TONIC 250ml - Still
- IMMUNITY 250ml - Still
- CHILL OUT 250ml - Still
- RECOVERY 250ml - Still
- IMMUNITY 300ml – Sparkling
- REPLENISH 300ml – Sparkling
- CALM 300ml – Sparkling
- LEVELUP 300ml – Sparkling
- Glass Bottles
- Flexible MOQs



MRS TODDY'S TONICS

Suggested
RRP
\$5.00

JIVA TONICS

Small, yet mighty - 100ml bottles bursting with concentrated functional nutrients!

- Australian made and owned
- Real superfoods & herbs
- Targeted functional nutrients
- Nutritionist approved
- Natural low sugar
- HACCP Certified
- No preservatives
- No artificial flavours or sweeteners

Current tonic range includes

- GLOW – Collagen & beauty booster
- DEFENDER – Gut & immunity booster
- RESTORE - Gut & immunity booster
- RESET – Detox & Wellness booster
- GINGER+ - Detox & Wellness booster
- Available in 100ml glass bottle
- Flexible MOQs



JIVA TONICS 100ml

Suggested
RRP
\$4.00

Your FMCG A-team

Look out for more from our team



Mick Hearne

THE BOSS | MR FIXIT
REPLENISHMENT

Product Team



Georgia Crawley

COLLABORATION
NINJA

Product Team



Isabella Manafas

LITTLE MISS
EFFICIENCY

Product Team



Bridie Kavanagh

YOUTH
HIRE

Product Team



Lauren McMillan

THE FIRE WALL |
BRAND AMBASSADOR

Digital & Marketing Team



Shane Day

MANAGER OF THE FREE
WORLD | DISTRIBUTION GURU

Sales Team



Andrew Yi

MAZE NAVIGATOR |
SALES WHISPERER

Sales Team



Jade Burnett

BIG DOG | SALES
EXTRAORDINAIRE

Sales Team



Holly Roussell-Horne

HURRICANE HOLLY |
SALES FINDER

Sales Team, Acting
General Manager



Ash McMillan

REVENUE FINDER |
STRATEGY GUY

Co-founder, Sales Team



James Manafas

SOLUTION FINDER |
SALES CHIEF

Co-founder, Sales Team



Nicole Manafas

CHIEF CHEERLEADER |
BEANCOUNTER

Co-founder, Finance Team



Our VA

THE SKU

Product Team



Finance Department

ACCOUNTS
RECEIVABLE

Consult Group



Thank you