FOCUSFUEL GUMMIES

BETTER-FOR-YOU ENERGY THAT FITS IN YOUR POCKET

THE CANDY & ENERGY DRINK DISRUPTOR



THE FOCUSFUEL ADVANTAGE

MODERN CONSUMERS WANT FUNCTIONAL OPTIONS THAT WORK AS HARD AS THEY DO

- **83% of Gen Z & Millennials want energy without energy drinks**
  Energy is shifting from drinks to snackable formats
- **Broad adaptability**
  Appeals to students, parents, young pros, creators, hustlers, shift workers & more!

MODULAR RETAIL PACKAGING

Box, Caddy, or Pegged

COMPETITIVE PRICING VS. TRADITIONAL CAFFEINE
(i.e. 5-Hour Energy, Rev Gum, Red Bull, etc.)

→ **4CT PACKS**
2 SERVINGS
PER $2.99 MSRP

GREAT TASTE
Candy-like flavor with 12 cal, 2g sugar & clean ingredients

ALL NATURAL
50mg of Green Tea + Guarana per gummy

CONVENIENT
Grab and Go.
No Refrigeration. No Melting.

FOCUS BOOSTING: ALPHA GPC · LIONS MANE · ASHWAGANDA

FOCUSFUEL IS BACKED BY INDUSTRY-LEADING ATHLETES, ARTISTS & CREATORS

DELIVERING CREDIBILITY & PROVEN SUCCESS


ZAYN MALIK


ZACH LEVINE


MIKE EVANS


SHAY MOONEY

90 MILLION+ COMBINED REACH

15+ CELEBRITY & INFLUENCER CREATORS

40% DTC RETENTION

4000+ DOORS PROJECTED IN '26

GNC · COSTCO BUSINESS CENTER · 7-ELEVEN · sam's club · Casey's · MURPHY USA

FOCUS FUEL

BETTER-FOR-YOU ENERGY THAT FITS IN YOUR POCKET

FLEXIBLE FORMATS DESIGNED TO FIT ANY RETAIL ENVIRONMENT

MIX, MATCH & SCALE BASED ON YOUR STORE'S NEEDS

INDIVIDUAL



4-CT PACK
3.46"W X 4.33"H X 1.97"GUSSET
$2.99–$3.49

12-PACK CADDY
3.375"W X 4.03"H X 6.25"D
$35.49–$41.59



SHELF-READY



3-PACK BOX
3.35"W X 4.92"H X 1.50"D
$8.99–$10.49

6-PACK BOX
3.35"W X 4.92"H X 3.35"D
$17.98–$20.99



CLUB



9-PACK POUCH
7.125"W X 10"H X 2.976"GUSSET

15-PACK BOX
4.5"W X 6.25"H X 4.43"D



FOCUSFUEL FLAVORS

BLUE RAZZBERRY LEMONADE, WATERMELON, GREEN APPLE, PEACH, STRAWBERRY LEMONADE (AVAILABLE IN VARIETY PACKS)

CUSTOM FLAVORS CAN BE DEVELOPED FOR RETAIL PARTNERS