



pure energy drink®

INTRODUCTION
MANUAL

OUR STORY

JF Pure Energy Drink™ was born in 2015 as a specific and professional product for bars and discos, in 250 ml unbranded cans, as an energising element to be paired in cocktails, single dry, or with ice.

The very successful formula and the high quality of the product allows for a very high “mixing” capability with spirits, liqueurs, fruit juices and other components with compatible flavours.

The project partners, which now became **JF**, created and registered a brand with the very elegant **black / silver / cobalt** colours, which characterises our classic can, making immediate marketing success. The “JF” acronym, being minimal and “trendy” was simply formed by the initials of the name of one of the technicians at the production laboratory, at the time located in Italy. Production was subsequently moved to Poland, where it currently is.

The JF Pure Energy Drink™ diffusion thus comes to life also thanks to the many presences as sponsors in various sports disciplines such as: **GP2 and GP3, F. 3, Nascar Whelen Euroseries, Dakar, Italian Boxing Heavyweights, MDRA Dragster Malta, European Rollerskating, Italian Rugby, and WSK Karting**, just to mention just some of the most important sports disciplines also followed worldwide, as well as dedicated events with VIP's (Eva Henger JF Tour 2019, Gianluca Vacchi Official Fake & JF Tour 2019, Pink's One “Pink Floyd Tribute 2018”, Mini Challenge Italia 2108 Mille Miglia 2017, Night Event F. 1 Budapest 2016 - Party Night Montecarlo F. 1 2016, 100m JF Motori Vintage 2015, etc.). Around 30 JF events were organised from 2015 to 2020 at our JF consumer customers.

JF also boasts a constant social network presence, with 4 Facebook pages (**JF Official Page, JF Sicilia, JF Malta, JF Sardegna**) and hundreds of mentions in other networks.

In 2020 we launched our website with a connected e-commerce (www.jfpureenergy.com).

JF PURE ENERGY DRINK™ has been mentioned by the “Corriere di Malta” (in 2017) as the **TOP FIVE** tastiest energy drinks in the world.

JF PURE ENERGY DRINK™ is currently found in the “coolest” locations of the globe: Cyprus, Cannes, Malta, Tunis, Dakar, Syracuse, Taormina, Zolder, Brussels, Berlin, Rome, Budapest, Monte Carlo, Bucharest, Perugia, Florence, Madrid, Barcelona, Tenerife, Paris, Palermo, Daytona, Rome, Bari, Miami, Oristano, Cagliari, Sepang, Rimini, and many other exclusive locations!



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NUTRITIONAL VALUES & PROPERTIES

per **100 ml**

JF Pure Energy Drink™ retains the following nutritional values

Energy power	197Kj/Kcal
Protein	0.35 g
Carbohydrates	10.80 g
Fats	0.00 g

Ingredients

Water, Sugar, Acidity regulator: (Citric Acid (INS330), Sodium Citrate (INS 331)), Coal Dioxide, Taurine (400ml/100ml), Caffeine (32ml/100ml) Flavors, Colours: (Ammonia Caramel (INS 150c))

Vitamins per 100ml: Niacin (PP) 7.00mg (44%), Pantothenic Acid (B5) 2.00mg (33%), Pyridocine (B6) 1.4mg (100%), Riboflavin (B2) 0.53mg (38%), Cobalamin (B12) 0.5mg (20%)

JF Pure Energy Drink™ is designed to support the physical preparation of those who practice COMPETITIVE AND EXTREME SPORTS, but it is also suitable for those who want to have an "extra push" in the morning, or before a meeting, or to tackle the study, or the most demanding daily actions, physical and mental, such as going jogging or going dancing.

The typical 250ml dose can have an effect for a minimum guaranteed duration of **2 hours** up to about **6 hours**, based on the neuromuscular activity practiced.

JF Pure Energy Drink™ has a high nutritional "score", with values also suitable for therapeutic sale. Many pharmacies have requested JF to satisfy the energy shortages of elderly people and adults subjected to psychophysical stress from work or fatigue.

JF Pure Energy Drink™

- improves circulation and neural activity,
- increases reflexes and sustained concentration,
- improves and speeds up the metabolism,
- moisturises the body and stabilises perspiration,
- fights shyness and mild depressive states.



PRODUCTION FOR LARGE DISTRIBUTION

JF Pure Energy Drink™ can support the needs of the direct customer (large retailers, stock dealer, distribution platform, bars and clubs), if the ordering conditions are met by both parties.

PRODUCT SPECIFICATIONS

Daily production capacity 3000 boxes (of 24 cans)

Order fulfilment time 15/30 working days

Parcel shipping time (in Europe) max 20 working days

Ability to customise the designated area on the label.
(e.g. client logo, distributor logo, custom text, etc...)

PAYMENT

First order Full in advance

Second order onwards 2/3 in advance - balance on delivery

SUGGESTED PRICING

JF Pure Energy Drink™ recommends the following prices to the public, based on the experiences dictated by agents and resellers, and based on our market researches:

Sports and mass events	€2.50
Bars, pubs	€3.00
Restaurants	€3.00
Hotels	€3.50
Gyms	€3.00
Pharmacies	€3.50
Discos	€5.00
Exclusive nightclubs	€8.00
Exclusive venues	€12.00

The following prices are operable because **JF Pure Energy Drink™** has high qualitative compound characteristics, and it is distributed as a HIGH QUALITY product. (silver - black - cobalt "classic" version), with an elegant zircon inserted MANUALLY into each can. Its aluminium casing also has the EXCLUSIVE characteristic of being able to be disposed of by differentiating the PVC label (adhesive, therefore separable).



JF MARKET VALUE

In purely economic terms, the sale of JF Pure Energy Drink™ represents a very valid source of income for sale customers.

NUMBERS

Average (in stock) purchase of 250ml JF can	€0.95
Average sale value of 250ml JF can	€3.80
Average revenue value per 250ml JF can	€2.80
Average percentage gain per 250ml JF can	300%

JF Pure Energy Drink™ is lighter and save energy: supplied in a 100% aluminium can which is -1 micron thinner than the competition. This way, cooling times of the product are reduced by about 5%, same as electricity consumed by the refrigerating unit. This leads to faster serving of the product at the optimal temperature.

JF Pure Energy Drink™ is customisable: an allocated space (which takes around 15% of the label), can be branded and customised to the needs of the customer, even for small orders (minimum 2 pallets).

This will give an extra appeal to private parties, meetings, dedicated events, etc..., where JF Pure Energy Drink™ will be used.



JF Pure Energy Drink™ 250ml can label



MARKETING PLAN FOR LARGE CLIENTS

JF Pure Energy Drink™ can produce and supply its selected customers with JF Gadgets to embellish and make the product more usable as well as make its image attractive.

Such products include

- Event pass collars
- JF water bottles for sports drinks
- JF rubberised mat for bar counter
- JF exhibitors
- JF mini fridge
- JF caps
- JF t-shirts
- JF stickers and patches
- JF interior posters
- “JF Drink” area 3m x 3m (temporary supply for events)
- JF Dragster car with fridge (static display for events)

JF Pure Energy Drink™ has a structure to provide logistical support with JF staff, hostesses, testimonials, etc., for sporting and musical events and shows with a significant commercial presence of the JF Pure Energy Drink™ Brand.

JF Pure Energy Drink™ also offers adequate image coverage for the brand and **in live competition** with the most famous brands on the market, in the world of SPORT, HEALTH, and ENTERTAINMENT, through our channels:

- TV networks
- Social networks
- Events
- Sports events
- Music events

SOCIAL MEDIA

JF Pure Energy Drink™ is visible through the most accredited social media:

Official website 

- www.jfpureenergy.com

Facebook 

- <https://www.facebook.com/JFENERGY>
- <https://www.facebook.com/jfpureenergymalta>
- <https://www.facebook.com/BeveragedivisionJF>
- <https://www.facebook.com/BEVERAGE DIVISION>

Instagram 

- [@jfpureenergy](https://www.instagram.com/jfpureenergy)

TikTok 



APPEARANCE, TASTE AND USE OF "JF"

JF Pure Energy Drink™ has an elegant and “trendy” external appearance, with its black / silver / cobalt colour.

The drink has the typical straw colour of the best known competitors.

The taste of JF Pure Energy Drink™ is more full-bodied, less sparkling, very pleasant cold species.

The characteristics of use of JF Pure Energy Drink™ are the real winning weapon of the product. It blends perfectly with ALL the varieties of ALCOHOLIC and LIQUEURS on the market, with a particular predisposition to marry also with **non-alcoholics, ice-cream, granite**. Features that place it **at the top** in the preparation of **alcoholic cocktails** and **special desserts**.

JF Pure Energy Drink™ is **perfectly mixed** with **granite**, and **fruit salads**, but it is also good dry, with ice. Drank for breakfast, it can be a valid alternative to coffee, used as a morning breakfast.

It is also ideal for competitive activities. **It does not make part** of the doping list, but gives a real **energy boost** that can last from 2 to 6 hours. It is furthermore, a valid support for the activities of those who work long hours in front of screens, in offices, and in total concentration, but also for those who carry out extreme or professional competitive activities in sport, where energy is constantly needed for their performance.



CONTRAINDICATIONS

JF Pure Energy Drink™ does **not** have any particular contraindications with respect to the standards referred to the type of energy drink.

JF Pure Energy Drink™ has increased the customer's "compliance", **totally** eliminating some principles that have created discontent in other competing products, such as ascorbic acid, or any other "E" group dyes, which may be harmful and/or unhealthy.

Having said that, JF Pure Energy Drink™ recommends reduced use if the consumer has heart problems, and if he is under the age of 14 or over 70. For the elderly and adolescents between 14 and 18 years, it is recommended to use it **reduced** by 50%, given the simultaneous presence in the compound of taurine and caffeine in large quantities.

INFORMATION AND CONTACTS

JF Pure Energy Drink™ is a registered trademark with Copyright **FABIO SPATAFORA AMOKAR - BEVERAGE DIVISION** (VAT: MT18581730), who also manages marketing, and commercial networks in Europe and Worldwide.

- Production takes place in EU territory.
- Production and laboratory activity is established in Poland.
- The first storage in Europe is located in Italy.
- Logistics and sales are managed from Malta (EU).

JF Headquarters

69, Triq S. Mikiel,
Birzebbuga,
Malta (EU)

+356 2704 2473

Meetings & Administration

Rosanne Barbara Zarb Accounting

4, Lampuka Street,
Paola, PLA 1140,
Malta (EU)

+356 7980 4526

Public Relations & Marketing

Fabio Spatafora

69, Triq S. Mikiel,
Birzebbuga,
Malta (EU)

+356 9907 7236 🇲🇹

+39 347 8230 463 🇮🇹

info@jfpureenergy.com ✉️







www.jfpureenergy.com

