

CHOOSING THE RIGHT LEAD SKU FOR ON-PREMISE SUCCESS

Positioning Red Bull's next On Premise launch: A strategic POV

RED BULL'S NEXT ON PREMISE HERO



OUR RECOMMENDATION: LEAD WITH WHITE PEACH

We explored all three flavors in depth and recommend White Peach as the lead innovation SKU. It checks all the boxes: strong consumer appeal, mix-ability, aesthetic, and flavor versatility. Plus, **it best aligns with what bartenders are already pouring.**

WHY WHITE PEACH WORKS:

- Peach is nostalgic and familiar.
- Its color is soft and natural-looking, more in line with what guests expect from a mocktail or cocktail.
- Pairs perfectly with vodka and tequila - the two most common spirits consumers already mix with Red Bull
- Offers a wide creative runway: think **elderflower, citrus, ginger, mint, even coconut.**

RB FLAVOR	RED BULL WHITE PEACH	RED BULL SEA BLUE	RED BULL GRAPEFRUIT BLOSSOM
FLAVOR PROFILE	Lush, juicy peach with citrus lift. Approachable and fruit-forward with nostalgic appeal.	Sweet-tart berry meets subtle pomegranate and plum. Slightly herbal and complex.	Bright pink grapefruit with light floral top notes, zesty and refreshing.
COCKTAIL ALIGNMENT	Vodka and tequila lead, with easy pairings across spritzes, Bellinis, juleps, and highballs.	Aligns best with gin or blanco tequila. Excels in craft-forward cocktails with balance.	Ideal for low-ABV, aperitivo-style builds. Pairs well with tequila, mezcal, or botanical modifiers.
CONSUMER FAMILIARITY	Peach is a top-selling, recognizable flavor with nostalgic cues.	Juneberry is unfamiliar & difficult to place. Flavor reads as “berry” but lacks instant recognition.	Grapefruit is well-known and trending in health-forward spaces, but less of a hero flavor.
VISUAL APPEAL	Natural, elevated, and easy to serve across formats or add to with other ingredients.	Violette/purple is bold and polarizing; high visual impact but not always premium.	Pale green/yellow color that feels familiar for Red Bull.
FIELD PERFORMANCE	Proven success in seasonal campaigns (e.g. Coachella). Strong engagement at scale.	Untested: Eye-catching, but flavor is mixed. May be harder to build around.	Untested: Has natural synergy with emerging non-alcoholic and daytime trends.
IDEAL ROLE	Lead SKU. Highly versatile, crowd-pleasing-and adaptable.	Niche hero. Best used in nightlife, seasonal drops, or creative activations.	Strong secondary. Great for brunch, summer menus, or wellness-led partnerships.

RED BULL WHITE PEACH: A CLOSER LOOK



WHAT SUCCESS LOOKS LIKE WITH WHITE PEACH LEADING

White Peach is a versatile, flavor-first ingredient that thrives in daytime menus, warm weather programs, and seasonal builds. Its soft stone fruit profile plays well with herbs, citrus, florals, and bold bases like tequila, bourbon, or sake.

KEY OPPORTUNITIES TO WIN ON PREMISE

- **Stay on trend.** Peach continues to gain ground across cocktail and culinary menus, thanks to its versatility across styles and flavor pairings. It's a familiar flavor with modern momentum!
- **Pair with Bold Spirits.** Its soft, stone fruit profile balances stronger bases and plays well with citrus, herbs, and florals. Use it to soften sharp edges or lift more savory notes.
- **Own a niche.** Ideal for brunch menus, summer specials, and themed events, particularly in low-ABV cocktails and alongside vegetarian or vegan cuisine.

PLAYS WELL WITH...

FRUIT & CITRUS

• Lime • Berries • Coconut • Lemon • Yuzu

HERBAL & FLORAL

• Elderflower • Mint • Basil

SPIRITS

• Tequila • Vodka • Whiskey • Red Bitters • Sake • Champagne

UNEXPECTED TWISTS

• Ginger • Vanilla • Pepper/Spice

SIGNATURE SERVES	INGREDIENTS	OCCASION	ACCOUNT TYPE
RED BULL BELLINI	Red Bull Summer Edition, Champagne, Elderflower, Raspberry	Celebratory Brunch, NYE, Outdoor Dining, Welcome Drinks	Brunch, New American, Wine Centric Menus, Rooftop Bars, Hotel Bars
PEACH OASIS	Red Bull Summer Edition, Vodka, Lime, Coconut, Italian Red Bitter	Pre Dinner, Beach/Pool Parties, Summer Menus, Themed Events	Tiki Bars, Beach/Pool Bars, Golf Clubs, Caribbean Cuisine, Italian Restaurants
HABANERO BASIL COOLER	Red Bull Summer Edition, Tequila, Basil, Lemon, Agave, Habanero	Happy Hours, Outdoor Dining, Live Music/Dancing, Night Life	Tex-Mex Restaurants, Music Venues,
PATIO PEACH JULEP	Red Bull Summer Edition, Bourbon, Ginger, Lemon, Mint	Patio Dining, Weddings/Fundraisers, Sporting Events,	Southern/American Dining, Sports Bars, Hotel Bars, Cocktail Driven Bars
FOR HEAVEN'S SAKE	Red Bull Summer Edition, Sake, Yuzu, Elderflower, Lime, Shiso	Themed Menus, Low ABV, Late Night	Japanese Dining, Vegan/Vegetarian Dining, Cocktail Driven Bars, High-Concept Bars

RED BULL WHITE PEACH RECIPES

RED BULL BELLINI

.5 oz Elderflower Liqueur
1.5 oz Sparkling Wine
1 can Red Bull Summer Edition
Garnish: Fresh Peach & Raspberry

METHOD

1. Add all ingredients to champagne flute.
2. Stir gently to combine.
3. Garnish with fresh peach and raspberry.

PEACH OASIS

.25 oz Coconut Syrup
.25 oz Lime Juice
.75 oz Italian Red Bitter
1 oz. Vodka
1 can Red Bull Summer Edition
Garnish: Mint Sprig & Fresh Peach

METHOD

1. Add all ingredients to wine glass and fill with fresh ice.
2. Stir gently to combine.
3. Garnish with mint sprig and slice of fresh peach.

HABANERO BASIL COOLER

3 dashes Habanero Bitters
3 pc Fresh Basil
.25 oz Agave
.5 oz Lemon Juice
1 oz Tequila
1 can. Red Bull Summer Edition
Garnish: Fresh Basil & Lemon Wheel

METHOD

1. Add all ingredients except Red Bull to cocktail shaker and fill with ice.
2. Shake and strain into highball glass over fresh ice.
3. Add Red Bull Summer Edition (White Peach) and stir to combine.
4. Garnish with fresh basil & lemon wheel.

PATIO PEACH JULEP

3 pc Mint Leaves
.25 oz Ginger Syrup
.25 oz Lime Juice
1 oz Bourbon
1 can Red Bull Summer Edition
Garnish: Mint Sprig & Peach Slice

METHOD

1. Add mint leaves, ginger syrup, and lime juice to double rocks glass and lightly press.
2. Add crushed ice, bourbon, and Red Bull Summer Edition (White Peach) and stir/churn.
3. Top with more crushed ice to create cap.
4. Garnish with fresh mint sprig and peach slice.

FOR HEAVENS SAKE

.25 oz Fresh Lime Juice
.25 oz Yuzu Extract
1 oz Elderflower Liqueur
1.5 oz Sake
1 can Red Bull Summer Edition
Garnish: Shiso Leaf & Fresh Peach

METHOD

1. Add all ingredients except Red Bull to cocktail shaker and fill with ice.
2. Shake and strain into collins glass over fresh ice.
3. Add Red Bull Summer Edition (White Peach) and gently stir to combine.
4. Garnish with fresh peach slice and shiso leaf.



THANK YOU

ELIZABETH “RED” LEBARON

Senior Marketing Manager
North America
+1 (917) 724-7679
elizabeth@sweetandchilli.com

JOEY SMITH

Project Manager - Hospitality
North America
+1 (303) 748 6837
joey@sweetandchilli.com