



*Tonino Lamborghini*

ENERGY DRINK

## The Tonino Lamborghini® Energy Drink first preview in HOST

At the 2011 edition of Host (Milan – Rho) Tonino Lamborghini® will be present with the Coffee&Hospitality line. At the booth – Hall 14 Stand A21 B22 – there will be also the possibility to test the new Tonino Lamborghini Energy Drink.

Tonino Lamborghini® Energy Drink is a carbonated soft drink formulated to give the right amount of energy to those who aim at living every moment of their life intensively without giving up style.

The functional combination of the ingredients with the natural caffeine in the Tonino Lamborghini® Energy Drink allow:

- improving concentration during stressful and difficult working periods
- improving physical performance and mental efficiency
- increasing your sense of well-being
- stimulating your metabolism

### Ingredients

Water, sugar, citric acid, carbon dioxide, acidity regulator: trisodium citrate, flavors, taurine (0.04%), caffeine (0.032%), glucoronolactone (0.024%), inositol (0.02%), vitamins (niacin, pantothenic acid, B6, B12), coloring agents: caramel E150d and riboflavin.

Nutritional facts per 100ml:

calories 180KJ - 43Kcal; protein 0g; carbohydrates 10.1g (of which sugars 10.1g); fat 0g (of which saturates 0g); dietary fiber 0g; sodium 0.04g; niacin 8mg (44%RDA); pantothenic acid 2mg; (33%RDA); vitamin B6 2mg (100%RDA); vitamin B12 2µg (200%RDA).

*RDA: recommended daily allowance.*

The international launch of the Tonino Lamborghini® Energy Drink started this year and after the success in the Italian market, the glamorous drink has recently landed in North Europe, Middle East and by the end of the year it will start the distribution in Asia, as well. In few month the distribution will also interest some of the best clubs of the glamorous Russian capital and of the most important cities in the country.



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## **The positioning**

Since 30 years, the brand has been enjoying an immediate, international and widespread acknowledgement. The Tonino Lamborghini style embodies an Italian story which has become synonymous with originality and luxury, appreciated worldwide for that typically Italian spirit capable of rendering every item unique.

Tonino Lamborghini is a brand with an international awareness which has always been recognized for the exclusivity of its products. Also the new Tonino Lamborghini Energy Drink can reflect this vision: thanks to a high stand positioning, reflected immediately by a classy design, the first-quality and the strength of the 'raging bull' meet the power of the energy drink.

The top quality distribution, which interests worldwide some of the most exclusive and fashionable clubs with a classy and recognizable spirit, guarantees the Style that Never Sleep to those which the Style really belongs to.

## **Tonino Lamborghini Group**

The success of a brand has its *raison d'être* in its history. The stages throughout its progression towards success let one develop an understanding of the reasons behind its evolution and growth. When one enters into contact with the world of Tonino Lamborghini, one meets part of Italian history, an original part which has allowed us to diffuse our style. In 1981 Tonino Lamborghini designed and branded his first watch. Reinterpreting the historical values and the symbolism which characterize his family, Tonino gave life to a new prestige brand. Drawing inspiration from his previous experiences in the field of engineering and design, he extended the concept of luxury to products capable of evoking a world made up of fashion, technology and innovation: watches, sunglasses, perfumes, leather accessories, furnishing items and clothing lines created from the most sought after, high quality materials; a coordinated universe of complimenting stylish items, which express 'Puro Talento Italiano'. The creative spirit and the passion for design were inherited elements that Tonino Lamborghini knew how to transform into his own style, a style synonymous with originality, luxury, appreciated around the world for that typically Italian spirit that manages to render everything unique. Gritty, passionate, elegant: Tonino Lamborghini incarnates the power of the 'made in Italy' concept worldwide.



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## The Tonino Lamborghini® Energy Drink 2.0

Official website:

[www.lamborghini-energydrink.com](http://www.lamborghini-energydrink.com)

Official youtube TLED channel:

<http://www.youtube.com/user/TLEnergyDrink?feature=mhee>

Official Facebook TLED fan page:

<http://www.facebook.com/LamborghiniEnergy>

Official TLED Twitter page:

<http://twitter.com/#!/TLEnergyDrink>

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