



base
ENERGY • HYDRATION



EVOLVE
baseconcept.com

ABOUT BASE CONCEPT

It all started when two former national ski champs had a vision to create a better drink for their active lifestyle...a product which would not only taste great, but would also provide sustained energy and hydration at the same time. And all in a healthy way, naturally. The BASE Concept company was born, leading directly to its star product, the BASE Energy drink.

Over the years, the Base Concept company has established itself as a savvy expert on energy and hydration beverages, offering a delicious range of high quality products which fully satisfy those – active of mind and body – who are seeking vitality, performance and hydration, all from the same Brand.

Following the fortune of the shooting red star, all BASE products are entirely created and designed by an all-star team, entirely made up of ex-athletes and health professionals, all dedicated to maintaining a healthy body and mind.



THE PERFECT BALANCE BETWEEN ENERGY AND HYDRATION

Base is the energy drink which offers you the balance between energy and hydration. It allows you to reach and maintain higher energy levels and enhanced performance, for longer periods.

1 BASE ENERGY

There are two types of energy...

- **Stimulative energy** provides a fast energy boost, usually of short duration.
- **Functional energy** provides a longer lasting energy gain.

The original Base Energy or Base Sugar Free are an excellent source of functional energy. This is, thanks to the mix of specially selected energy ingredients, including various plant extracts like guarana, ginseng, echinacea and ginkgo biloba, to which sodium and potassium have been added for great hydration support.

Base+ Energy provides stimulative energy. Better yet, thanks to the electrolytes included in Base+, hydration is not pushed aside and remains an important component.

2 BASE HYDRATION

The exertion provided by the muscles you use during physical activity heats up your whole system. To cool down,

your body generates sweat, but this process causes you to lose fluids and electrolytes (sodium and potassium). This results in dehydration of your organism and, consequently, a lowering of your performance levels.

Base Energy drinks are primarily intended to energize your body, but they also make it possible to replace fluids and electrolytes due to physical effort, thus helping you to increase your overall energy level. All Base Energy drinks include sodium and potassium in their ingredients.

3 BASE TASTE

For any Base product, you can be sure that taste will never be compromised. Attaining the perfect balance between energy and hydration should not impede the quest for optimal flavour. Right from the start, Base has stood out in the market place due to the quality of its products and the unique natural fruity flavours.



BASE ORIGINAL NATURALLY LIVELY

Its unique mix stands out among competitors. Taurine-free, it combines natural plant and fruit extracts with the essential minerals found in sport drinks. Base Original is much more than a simple energy drink. It offers a uniquely natural experience for its class.

•filtered water •guarana extract •siberian ginseng extract •ginkgo extract •echinacea extract •vitamin C •concentrated blackberry, cranberry and chokeberry juice •sodium •potassium



Offered in 250 ml sized cans
UPC CODE:
8 30117 00001 9



BASE SUGAR FREE TOTALLY APPEALING

Enjoy the exact same hydrating and energizing properties as our Base Original, same benefits, same dynamic look and the same attitude. And with just 10 calories, Base Sugar Free is totally appealing.

•filtered water •guarana extract •siberian ginseng extract •ginkgo extract •echinacea extract •vitamin C •concentrated blackberry, cranberry and chokeberry juice •sodium •potassium •sucralose



Offered in 250 ml sized cans
UPC CODE:
8 30117 00019 4



BASE+ CLEARLY STIMULATING

When your main goal is a fast, short-term boost, Base+ is the stand-up solution...and then some. Caffeine and taurine are the powerhouses behind this dose of extra energy. At the same time, Base+ also contains important hydrating components (sodium and potassium) to take care of dehydration.

•filtered water •taurine •aromatics •caffeine •inositol •vitamines A, B3, B5, B6, B12, C et E •concentrated blackberry, cranberry and chokeberry juice •sodium •potassium



Offered in 473 ml sized cans
UPC CODE:
8 30117 00022 4



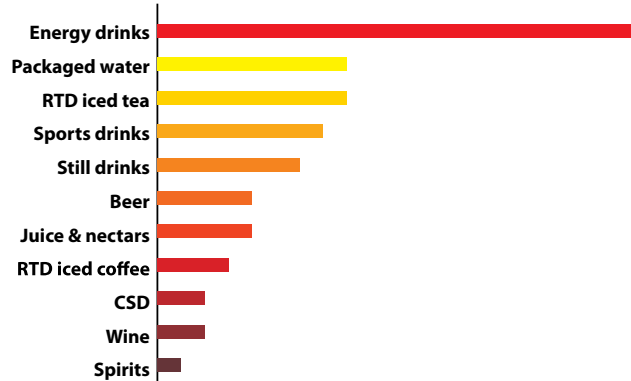
THE ENERGY DRINK CATEGORY IS IN FULL GROWTH...

Since 2001, the energy drink category is the one that recorded the strongest growth among all types of beverages!

The future is quite promising... Canadian consumption per capita is significantly lower than the world average, which creates many opportunities in profit volume as well as market share.

Base Concept has a brand portfolio in full growth in the retail channel, with a volume growth of 127% in convenient stores (Nielsen, August 2008).

In 2008, the BASE + Brand generated 350% growth in all retail channels.



*Source: Rexam Report 2007-08

COMMUNICATION AND POS

Base products are supported by different sales and marketing strategies such as brand ambassadors and event sponsorships, media initiatives, website and point of sale communication (Retail and On premise channels).



WWW.BASECONCEPT.COM

Discover cocktail recipes.
Stay in touch with the Base community.
Learn more about energy and hydration.

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