



*New product*

**GOLD**  
EXCLUSIVE DRINK 24 K



# Energy drink

GOLD is a drink that competes on the market with brands with a wellremarked and **recognizable international positioning**.

It is the only energy drink in the world with a **sparkling and precious appearance**, thanks to its secret formula that makes it shining like gold.

A drink that gives you not only energy but you excites in observing its flashy appearance.

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# Packaging

A shiny 250 ml golden can, embellished with impactful graphics that make it elegant and glamorous

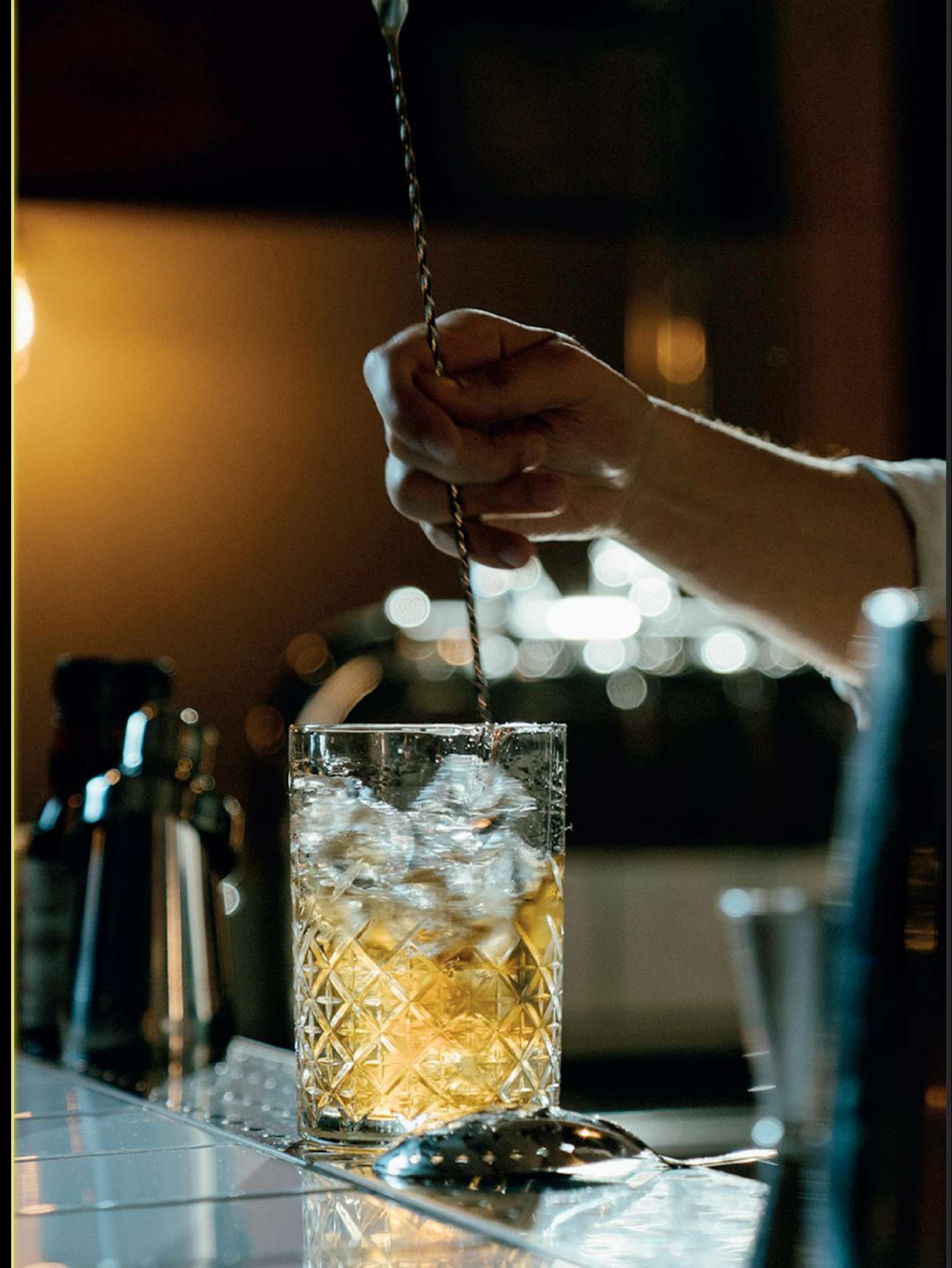
**GOLD**  
EXCLUSIVE DRINK 24 K



# Taste

The drink, moderately carbonated and with a delicately fruity taste, is preferred both absolute and as a base for sophisticated cocktails

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# Magic

The scenographic effect produced by the suspended gold dust, with unsuspected beneficial properties, make it similar to a magic potion which bartenders and sommeliers will enchant their customers

*To make your dreams come true*



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# Alcoholic Cocktail



## Mojito 24 Karat

Havana3, lime, mint, sugar syrup, pressed with GOLD Energy Drink on the top.



## Golden Moscow Mule

Vodka fresh lime pressed with a pinch of fresh ginger, lime and sugar syrup, GOLD Energy Drink on the top.



## Golden Berries

Fresh raspberries and blackberries pressed with sugar syrup, classic vodka, GOLD Energy Drink on the top.



## Gold Spritzer

Aperol/Campari, Prosecco (sparkling wine), GOLD Energy Drink on the top, grape fruit zest.



## Golden Fruity Night

White Bacardi, vodka, pineapple juice, fresh strawberries and sugar syrup pressed, GOLD Energy Drink on the top.



## Classic Jeager Bomb Gold

Jägermeister and GOLD Energy Drink, ice and lime.



# Analcoholic Cocktail

## Gold Citrus Cooler

Lime and sweet orange pressed with sugar syrup, GOLD Energy drink on the top, grapefruit zest



## Virgin Mojito 24 Karat

Lime, sugar syrup and mint pressed with apple juice, GOLD Energy drink on the top.



## Raspberry Gold Punch

Berries, Lime, sugar syrup pressed with pear juice,crashed ice, GOLD Energy drink on the top



# Different from Competitors



A can of Gold Energy Drink has less caffeine content than a cup of espresso coffee



Gold Energy Drink has a

Lively and delicate taste makes it perfect on its own

## WHAT IT CONTAINS

water, sugar, glucose-fructose syrup, acidifiers, carbon dioxide, taurine, caffeine, vitamins, flavorings and dyes

## GRUPPO VITAMINE B12

*Good for health*

## INFORMAZIONI NUTRIZIONALI PER 100 ml

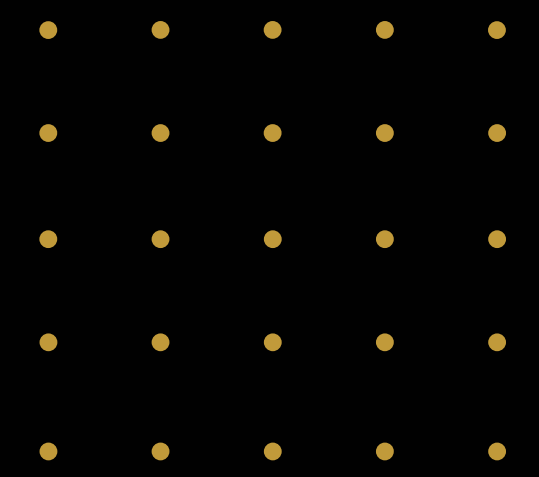
Energia	192 Kj /45 Kcal	<b>Vitamine</b>	
Grassi	0	Niacina	8mg
di cui saturi	0	Acido Pantotenico	2mg
Carboidrati	11g	Vitamina B6	2mg
Proteine	0	Vitamina B2	0,3mg
Sale	0,1g	Vitamina B12	2mg



GLUTEN FREE

Gold Energy Drink

golden shine effect



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**GOLD**  
SPORT



**GOLD**  
NIGHT

**GOLD**  
EXCLUSIVE DRINK 24 K



**GOLD**  
HEALTH



# Communication Philosophy

GOLD is a glamorous and fashionable product, its reference community are the people of the night who interact and communicate mainly on social media. Therefore the fundamental and exclusive means of communication will be the world of social media, on which we will interact with our consumers supported by influencers and testimonials, protagonists of events  
GOLD registered.

**GOLD**  
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RECHARGE  
YOUR  
ENERGY  
WITH  
GOLD



DE  
ORIGUES  
erodriguez

HINE AGAINE

ici anche  
instagram



Per info, scrivi al numero  
+39 347 900 8942

[www.italianexclusivedrink.it](http://www.italianexclusivedrink.it)



# Events and Sponsoring

GOLD protagonist of social, sporting and artistic events

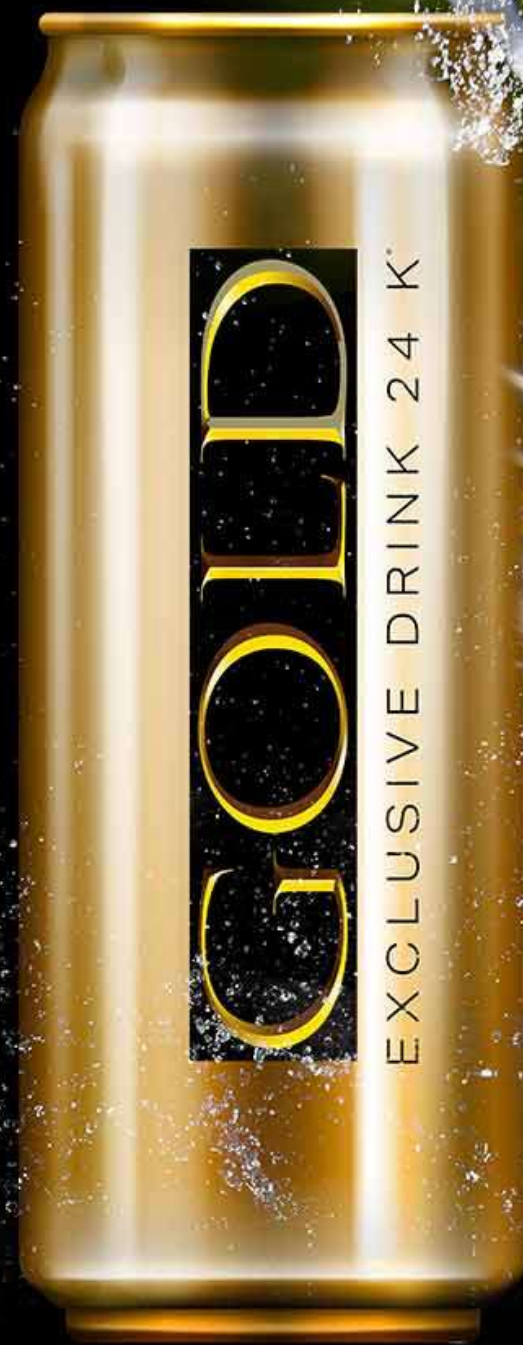


**FOOTBALL**  
CATCH THE SPIRIT

CALCIATORI DI FAMA INTERNAZIONALE

GOLD SARA' PRESENTE DA GIUGNO AD AGOSTO CON 8-9 TAPPE NELLE PIU' BELLE SPIAGGE IN ITALIA E ALL'ESTERO PER UN TOTALE DI OLTRE 30 GIORNI DI EVENTO SEGUITO DA TIFOSI NELLE ARENE, STABILIMENTI BALNEARI E VILLAGGI TURISTICI DI PRESTIGIO.

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[www.holdinggold.it](http://www.holdinggold.it)



# Social media ,Influencer e Sito

Massive coverage of all the main social networks with posts and stories from our celebrities, influencers and tik tokers

**Gold Energy Drink**  
28 marzo alle ore 20:02 · 🌐

**GOLD ENERGY DRINK**  
"New Web Site is Coming"

Stiamo lavorando sul nuovo sito WEB...  
Presto On Line..... Altro...

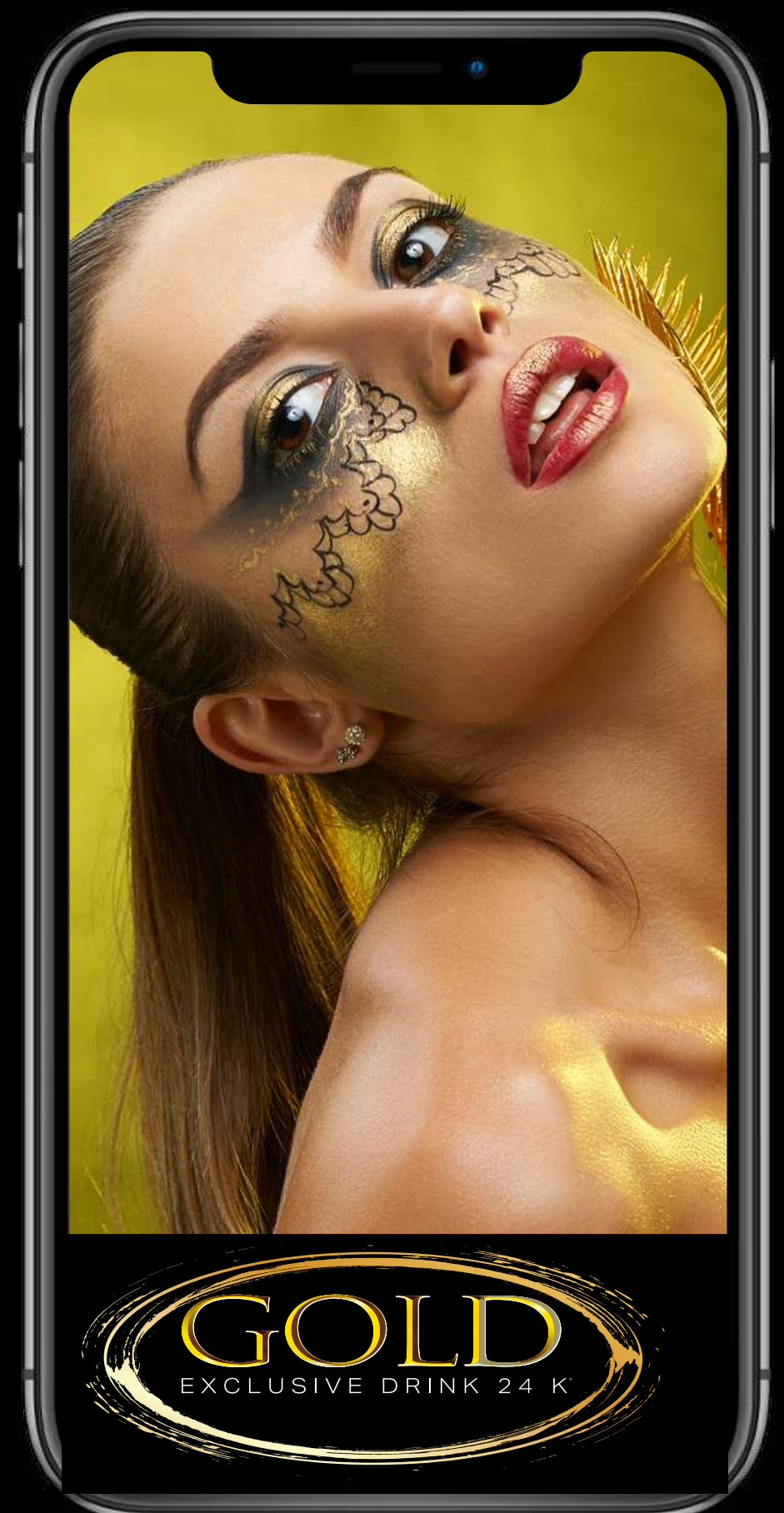
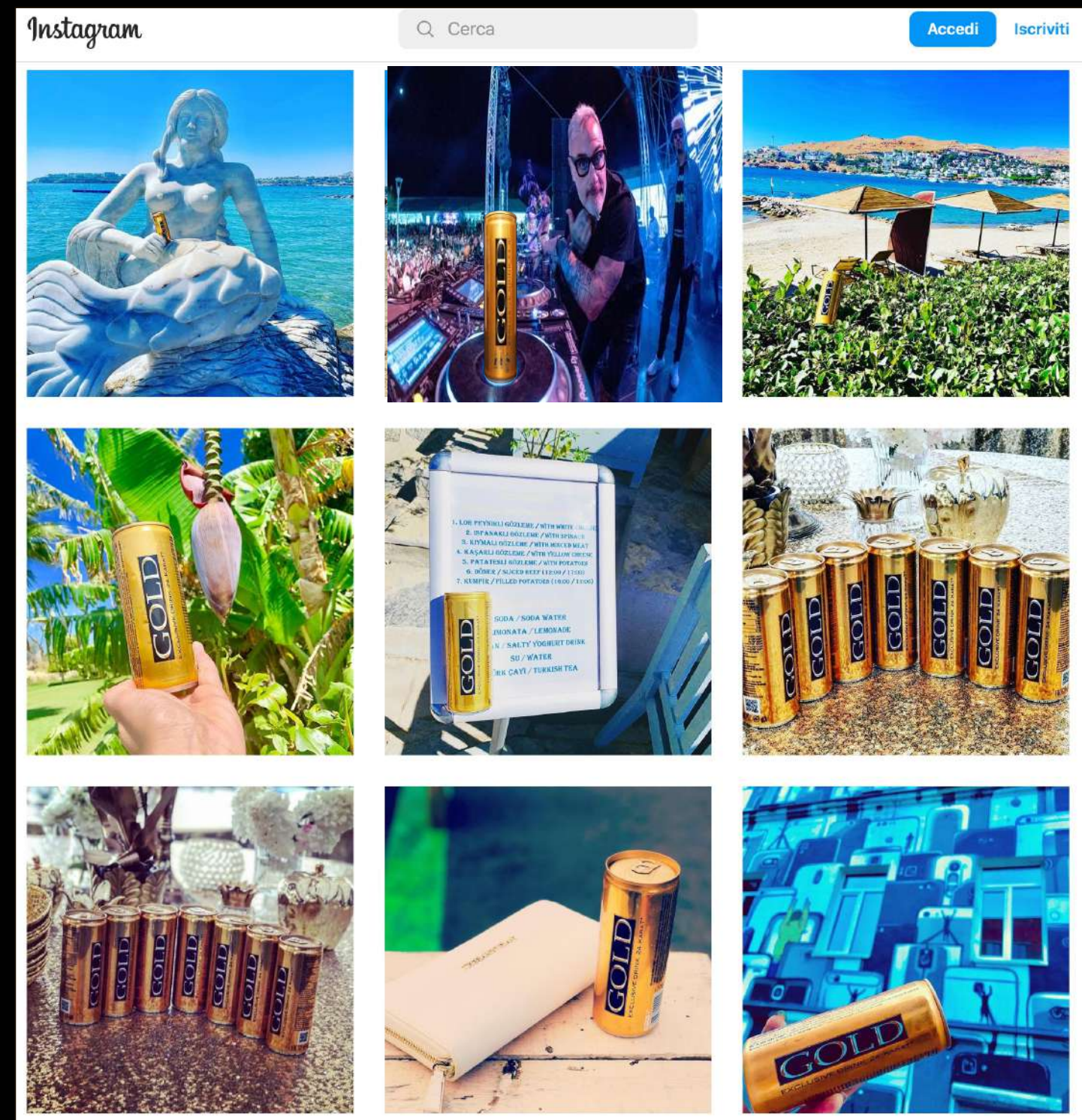


*Stay TUNED*  
**HOLDINGGOLD.IT**  
NEW WEB SITE IS COMING SOON

Instagram

Cerca

Accedi Iscriviti



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# ADV Google Campaign



**Quando la tua sete si fa eccessiva**  
GOLD, BIBITA ENERGETICA CHE ROMPE GLI SCHEMI  
E' un prodotto nuovo ed originale nel panorama dei soft drink energetici che incontra il consenso di una cerchia sempre maggiore di consumatori, in Italia ed all' estero.

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**Gold ottima base cocktails miscelato con succhi e distillati**  
A renderla speciale è la singolarità del contenuto che quando versato porta in sospensione una magia dorata che rende l'energy drink scintillante e inconfondibile per il meraviglioso effetto scenico; una passione per bartender e sommelier.

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# Merchandising



Dressed GOLD



Canteen GOLD



Fridge GOLD



Display GOLD



Table GOLD



Glasses GOLD



THANKS!

**HOLDING GOLD**

[www.holdinggold.it](http://www.holdinggold.it)

[info@holdinggold.it](mailto:info@holdinggold.it)

via Melchiorre Gioia

Milano -Italy



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A horizontal graphic of the Italian flag, consisting of three equal-width stripes of green, white, and red.