

FURYA

ENERGY



FURYA, the revolution of energy drinks !

Our vision for the future is clear: healthier, more natural, and more effective drinks with high-quality organic ingredients and responsible production.

Our mission: to offer pure yet dynamic beverages, without compromising on pleasure, and with the quality of Made in France.

With 100% carefully selected organic ingredients, FURYA redefines the standard for energy drinks.

**Welcome to the refreshing future of Furya Energy!
A future that will be:**





MADE IN FRANCE, ETHICAL, AND RESPONSIBLE:

"FURYA S.A.S is committed to promoting ethical and responsible values through the product and our strong choices related to its production: in our various industrial partnerships, in our sourcing...

Our energy drinks are thus designed and entirely manufactured in France, in our region of origin, with 100% organic ingredients and a global CSR approach, promoting local economy and minimizing our ecological footprint."

Samuel Bernet, CEO & Founder of Furya Energy

64.4 % of respondents consider the ethical and environmental commitments of FURYA products highly important.*

* (Survey conducted in September 2024 by CERTEX for Furya. Certex, 66 rue de Rome, 75008 Paris.)



A Range of Natural Energy in the French Style

FURYA s.a.s, an innovative company focused on quality, introduces a groundbreaking range of energy drinks.

Produced in France with 100% organic ingredients, our energy drinks provide unique taste experiences inspired by the iconic Malabar chewing-gum flavor, the refreshing essence of Mojito, or delicious fruit cocktails. All while incorporating the benefits of Panax Ginseng, green tea, Acerola, and natural antioxidants.



MENTHE
CITRON VERT

MAGIC CANDY

TROPICAL



MAGIC CANDY



Indulgent Pleasure

The exclusive flavor of this energy drink is inspired by the sweet memories of Malabar candy, bringing a unique touch to the world of energy drinks.

MINT & LIME



Freshness and Delight

Dive into a whirlwind of freshness with our "Mint Lime" flavor. A true cocktail of pleasure inspired by Mojito, blending vibrant mint with the zest of lime. A sensation of freshness that transports you with every sip and always captivates!

TROPICAL



Fruity Pleasure

An explosion of indulgence and exotic notes. Freshness, sweetness, and a perfect mix of tropical fruits for an unforgettable taste journey. A sure choice for a guaranteed moment of delight!

73 % of respondents liked the taste of FURYA products during tasting sessions.*

*(Survey conducted in September 2024 by CERTEX for Furya. Certex, 66 rue de Rome, 75008 Paris.)





NATURAL & ENERGIZING BENEFITS

Enriched with Panax Ginseng, caffeine, antioxidants, Vitamin C, green tea, and Acerola, the FURYA energy range goes beyond instant energy.

These natural ingredients provide stimulating benefits for both body and mind, while adhering to the strictest quality standards.

40% LESS SUGAR (6.8g/100 ML)

FURYA is crafted with nearly 40% less sugar than most standard sodas and energy drinks.

*75 % of respondents appreciated the sugar level in **FURYA** products.**

100% ORGANIC INGREDIENTS

*64.4 % of respondents expressed interest in trying an organic ENERGY DRINK after discovering **FURYA**.**

*(Survey conducted in September 2024 by CERTEX for Furya. Certex, 66 rue de Rome, 75008 Paris.)





TARGET AUDIENCES:

TRADITIONAL ENERGY DRINK CONSUMERS

Seeking:

- New products
- New flavors
- French brands
- More natural products
- High Rollers...

NEW CONSUMERS

Seeking:

- More Natural Energizing and functional drinks
- Organic products

SALES SUPPORT:

. **SOCIAL MEDIA ADS** (geographically targeted based on listings and deployments)

. **POS Displays** *graphic suport team*

. **COMMUNICATION & SPONSORSHIP** (Active brand since 2017 in various extreme sports)

85 % of respondents found FURYA's packaging attractive.*

*(Survey conducted in September 2024 by CERTEX for Furya. Certex, 66 rue de Rome, 75008 Paris.)



ENERGY DRINK by FURYA

The best of nature applied to the category



PREMIUM INGREDIENTS

- Organic caffeine from green coffee
- Organic natural flavors
- Organic Panax Ginseng with a minimum of 15% ginsenosides
- Fair Trade-certified organic green tea
- Organic fruit juices
- Natural organic colorants
- Purified water

MANUFACTURING *(crafted in South France)*

- Base Developed and produced in Gironde, with lab tests & controls in Dordogne
- Aromatic base: organic and natural aromas designed in Grasse
- Carbonation and canning in Aquitaine

Certifications & Eco-Responsibility:

- Organic certification, 100% natural and organic ingredients, and Fair Trade
- Ecology: Aluminum can chosen for its low carbon footprint and 100% recyclability
- CSR (Corporate Social Responsibility) : Geographical consistency of industrial subcontractors (reduced carbon footprint & transport), supplier selection based on CSR criteria, and French raw material sourcing wherever possible

330ML | ORGANIC | 28KCAL / 100ML | 21Mg CAFFEINE / 100ML | 100% NATURAL



Distribution & Deployment: Supermarkets / Hypermarkets and Wholesalers
Availability: "Magic Candy" (Dec 2024), "Mint Lime", "Tropical" (Jan/Feb 2025)
Packaging: 24-unit packs (carton wrap); 110 packs/Euro pallet; 2640 units/Euro pallet





CONTACT



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