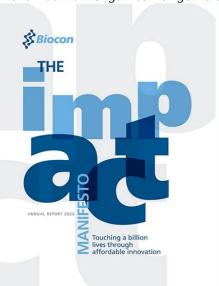


## Red bull annual report 2020 pdf

FOUNDATIONFor nearly three years, from 1984 to 1987, Dietrich Mateschitz worked on the formula for Red Bull, the positioning of the brand, the packaging and the marketing concept.FIRST LAUNCHOn April 1, 1987, Red Bull Stimulant Drink was launched in Austria. A new product category was born: energy drinks. EMPLOYEESAs of the end of 2022, Red Bull employed 15,779 people in 175 countries). CANS SOLD IN 2022A total of 11.582 billion cans of Red Bull were sold worldwide in 2022; representing an increase of 18.1% against an already very successful 2021. 13,610 in 175 countries (end 2021; 13,610 in 175 countries). On the best in the company's history so far. The main reasons for such positive figures in almost all Red Bull markets, combined with extremely efficient continuous promote the original 250ml packaging unit and the roll-out of the Red Bull Organics Range. As of the end of 2022 Red Bull is focusing on the core markets of Western Europe and the USA and on growth markets in developing countries, while also continuing to promote the original 250ml packaging unit and the roll-out of the Red Bull Organics Range. As of the end of 2022 Red Bull employed 15,779 people in 175 countries (end 2021; 13,610 in 172 countries). On the packaging unit and the roll-out of the Red Bull Organics Range. As of the end of 2022 Red Bull employed 15,779 people in 175 countries (end 2021; 13,610 in 172 countries). On the packaging unit and the roll-out of the Red Bull Organics Range. As of the end of 2022 Red Bull employed 15,779 people in 175 countries (end 2021; 13,610 in 172 countries). On the packaging unit and the roll-out of the Red Bull Verlowing the packaging unit and the roll-out of the Red Bull Verlowing the packaging unit and the roll-out of the Red Bull Verlowing the packaging unit and the roll-out of the Red Bull Verlowing the packaging unit and the roll-out of the Red Bull Verlowing the packaging unit and the roll-out of the Red Bull Verlowing the packaging unit and the roll-out of the Red Bull Verlowing the packaging un



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