NIELSEN BRANDBANK

Monster Ultra Energy Drink 500ml



EAN 5060337501668

Target market(s)
GB



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Components

Ingredients

Carbonated Water

Acid (Citric Acid) Taurine (0.4%)

Acidity Regulator (Sodium Citrate)

Flavourings

Panax Ginseng Root Extract (0.08%)

Sweeteners (Sucralose, Acesulfame K)

Caffeine (0.03%)

Preservatives (Sorbic Acid, Benzoic Acid) L-Carnitine L-Tartrate (0.015%) Vitamins (B3, B5, B6, B12)

Sodium Chloride

D-Glucronolactone

Guarana Seed Extract (0.002%)

Inositol

Nutrition

	Per 100ml	Per 500ml (%*)
Energy	10kJ	50kJ
	2kcal	11cal (1%)
Carbohydrate	0.9g	4.4g (2%)
Of which sugars	0g	0g (0%)
Salt	0.2g	1.0g (17%)
Fat, saturates, protein - negligible amount		
*Reference intake of an average adult (8400kJ/2000kcal)		
Vitamins	(%**)	(%**)
Niacin (Vit B3)	8.5mg (53%)	43mg (266%)
Pantothenic Acid (Vit B5)	4.2mg (70%)	21mg (350%)
Vitamin B6	0.8mg (57%)	4.0mg (286%)
Vitamin B12	2.5µg (100%)	13µg (500%)
** Daily Reference Intake		

Calculated Nutrition

	per 100ml	Per 500ml
Energy (kJ)	10	50
Energy (kcal)	2	11
Fat (g)	Trace	Trace
of which saturates (g)	Trace	Trace
Carbohydrate (g)	0.9	4.4
of which sugars (g)	0	0
Protein (g)	Trace	Trace
Salt (g)	0.2	1
Niacin (mg)	8.5	43
Vitamin B6 (mg)	0.8	4
Vitamin B12 (μg)	2.5	13
Pantothenic acid (mg)	4.2	21

Front of Pack Nutrition

Per Portion

A 500ml serving contains

Energy 50kJ 11kcal	Fat 0g	Saturates 0g	Sugars 0g	Salt 1.0g
1%	0%	0%	0%	17%

Per 100ml 10kJ/2kcal

Reference intake of an average adult (8400kJ/2000kcal)

Product Description

Brand

Monster

Features

Zero calorie and sugar This product is GMO free This product is gluten free This product is allergen free This product is suitable for vegetarians/vegans

Standardised Brand

Brand - Monster

Regulated Product Name

Carbonated Energy Drink with Taurine, Ginseng, Caffeine, L-Carnitine and B Vitamins with Sweeteners.

Marketing

Company Name

Monster Energy Limited

Company Address

South Bank House, Barrow Street, Dublin 4, Ireland.

Third Party Logos

Union Flag

Product Marketing

A lighter tasting, less sweet, citrus flavor sparkling refreshment that is great for any occasion.

- Monster Energy Ultra, sugar-free. Ultra has a refreshing taste and doesn't taste like traditional energy drinks and still has the full Monster energy blend.
- Monster Ultra's lighter tasting flavour profile is a less sweet, sparkling energy drink that delivers refreshment, with 160mgs of Caffeine. Monster Energy Ultra is great for any occasion.
- Carbonated energy drink with taurine, ginseng, caffeine, L-carnitine and B vitamins.
- Monster is... A Life Style in a Can

Serve cold for maximum refreshment.

Store in a cool and dry place

Please recycle.

Brand Marketing

Coca-Cola and the Environment

Coca-Cola is committed to making a positive difference - to the health of the planet, consumers and the communities it serves. The company is working hard to reduce its impact on the environment in everything it does - growing more while using less in areas such as energy and water use, waste reduction and recycling - and by encouraging people to think more about the positive impact they can have on their local environment.

Other Information

Contains caffeine

This product is allergen free

Contains added preservatives
Contains added intense sweeteners

Can - Metal - widely recycled

Manufactured under the authority of Monster Energy Limited

Further Description

Some people are impossible to please. As soon as they get what they thought they wanted they always want more. Our team riders and Monster Girls are no different..... they've been dropping some hints lately.

They've been asking us for a new Monster drink. A little less sweet, lighter-tasting and zero calories, but with a full load of our Monster energy blend.

Sure, white is the new black. We went all out: Monster Energy Ultra

Unleash the Ultra Beast

Facebook Instagram Twitter YouTube

Nutritional Claims

Zero calorie Zero sugar

Health & Lifestyle

Lifestyle

- Gluten free
- No Sugar
- Suitable for Vegans
- Suitable for Vegetarians

Allergy Advice

Celery - Free From

Cereals Containing Gluten - Free From

Crustaceans - Free From

Eggs - Free From

Fish - Free From

Lupin - Free From

Milk - Free From

Molluscs - Free From

Mustard - Free From

Nuts - Free From Peanuts - Free From

Sesame - Free From

Soya - Free From

Sulphur Dioxide/Sulphites - Free From

Additives

Genetically Modified Ingredients - Free From

Sweeteners - Contains

Storage & Usage

Storage Type

Type

Ambient

Storage

Best before end-see base of can for date Store in a cool dry place

Brandbank Captured Pack Data

Pack Size

500ml e

Numeric Size

Numeric Size - 500

Recycling Info

Can - Widely Recycled

Country

Country of Origin - Produce of the EU

Pack Type

Type - Can

Origin

Origin Free Text - Manufactured in the EU

Recycling Scheme

• OPRL

Customer Services

Manufacturers Address

Monster Energy Limited, South Bank House, Barrow Street, Dublin 4, Ireland.

Return To

Monster Energy Limited, South Bank House, Barrow Street, Dublin 4, Ireland. www.monsterenergy.com

Web Address

www.monsterenergy.com

Extended Data

Safety Warning

High caffeine content. Not recommended for children, pregnant or breastfeeding women or people sensitive to caffeine (30mg/100ml). Consume responsibly

Description Breakdown

Functional Name - Energy Drink Variant - Ultra



