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**THE ENERGY TO KEEP
MOVING IS ALL
AROUND US.**



Energy Malt is an entirely new category.

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A new type of beverage that brings together the lively boost of energy drinks and the nourishing fulfilment of malt



Energy Malt Concept

Zagg is a new energy drink designed for those who always keep moving to thrive no matter what.

Life today can be hectic and doesn't always move in a straight line from A to B. But with a Zagg in hand, you'll have the energy needed everyday to pivot, go forth and overcome anything.

We've creatively brought together Malt and added a powerful kick of caffeine, vitamins, ginseng and taurine to give you the right kind of fuel to chase your dreams,

Drinking Zagg motivates you with the energy to move and hustle, to always find your way.

Zagg . When life zigs, we zagg

Meet the Dream Chasers

- Young 18-35 YO, ready to take on the world
- City-based: at home in the thriving metropolises
- Upwardly Mobile: Not rich but working hard on the path toward success
- Male or Female: Energy drinks have traditionally skewed male, but our audience is not gendered



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ZAGG

ENERGY MALT



WHEN LIFE ZIGS WE BETTER ZAGG

