



# Red Bull

Red Bull is an energy drink sold worldwide made with caffeine, taurine, B-vitamins, and sugars. In 2017 the company sold 6.3 billion cans in 171 countries and employed nearly 12,000 people. The company's logo is of two charging red bulls in front of a yellow sun. Their motto is "Red Bull Gives You Wings".

The story of Red Bull begins in Thailand with a man named Chaleo Yoovidhya. In 1976, Chaleo released a drink called "Krating Daeng" which roughly translates to Bull Red. The drink was originally uncarbonated, sweetened with cane sugar and marketed to working-class rural areas. In 1982, Dietrich Mateschitz traveled to Thailand. He found that Krating Daeng cured his jet lag. Mateschitz and Yoovidhya formed a partnership in 1984 to create an international brand. A less sweet, carbonated version of the drink was released in Austria in 1987.

Red Bull gained success in Europe and sponsored the Olympic athlete Xeno Muller, who won a Gold Medal for rowing in 1996. Red Bull would continue their involvement with sporting events and athletes in years to come. The drink was released in the United States in 1997 and was marketed to young men, often through extreme sports.

The company sponsors many sporting events to promote their brand. Flight Day or "Flugtag" in German, is an event where people try to fly homemade human-powered flying machines. As of 2018, the event has been held in over 35 cities around the world. The Red Bull Soapbox Race was first held in 2000 and has since become an international event. Winners of the race are judged on their speed as well as the creativity of the cars and showmanship of the drivers. The Red Bull Air Race is an obstacle course made of "Air Gates" to test the skills of the world's best pilots. The first competition was held in Austria in 2003 and is now an international event. In 2009 Red Bull started the Cliff Diving World Series where divers jump from heights of 26-28 meters. These and many other competitions have helped build Red Bull's reputation around the world.

Red Bull also sponsors several sports teams and professional athletes. Many of these sponsorships are related to motorsports such as MotoGP, Formula 1, motocross, rally cars and supercars. Red Bull has also sponsored professional hockey players, American football players, ski jumpers, golfers, chess players, drift racing drivers and video game players.

The energy drink has its own media company, with television and radio stations, and a few magazines. They also own their own record label, as well as several professional sports teams and stadiums.

Source: <http://energydrink-us.redbull.com/en/company>

## Vocab Match

Name: \_\_\_\_\_

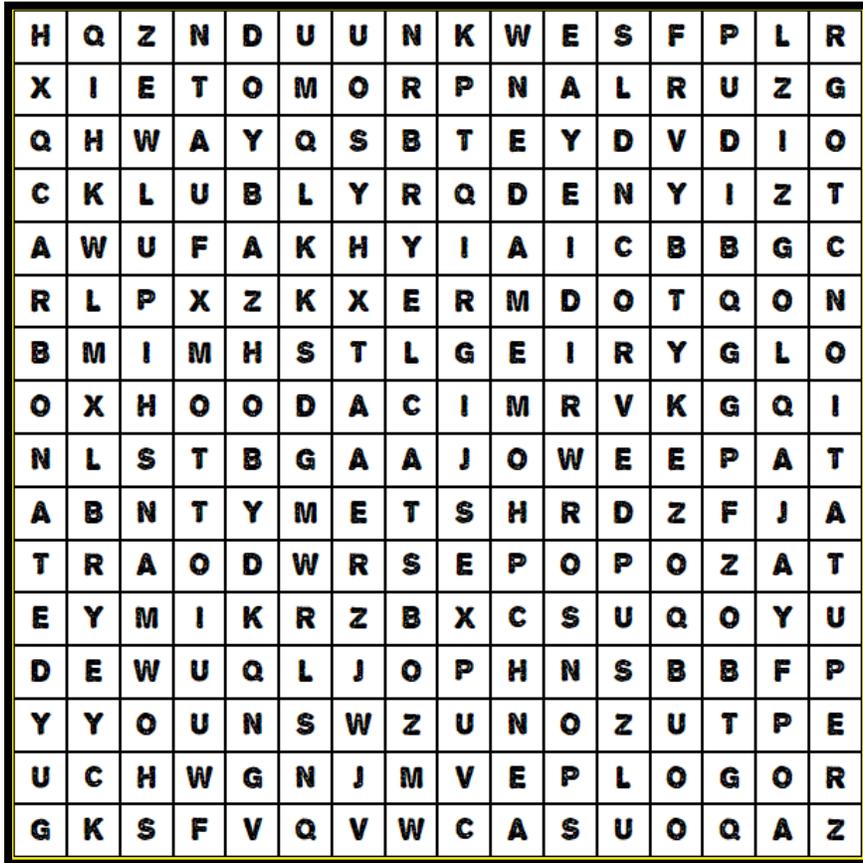
Word	Answer	Definition
1. logo	1. ____	a. verb- push sales or brand
2. motto	2. ____	b. verb- support and pay for
3. carbonated	3. ____	c. noun- skill to entertain
4. jet lag	4. ____	d. noun- image or symbol of a company
5. sponsor	5. ____	e. noun- general opinion of someone or something
6. promote	6. ____	f. adjective- containing small bubbles of CO2
7. homemade	7. ____	g. noun- sentence or phrase representing the spirit of a person or company
8. showmanship	8. ____	h. noun- something that blocks forward movement
9. obstacle	9. ____	i. noun- feeling tired after long journey on an airplane
10. reputation	10. ____	j. adjective- not from shop, made at home

## Discussion Topics

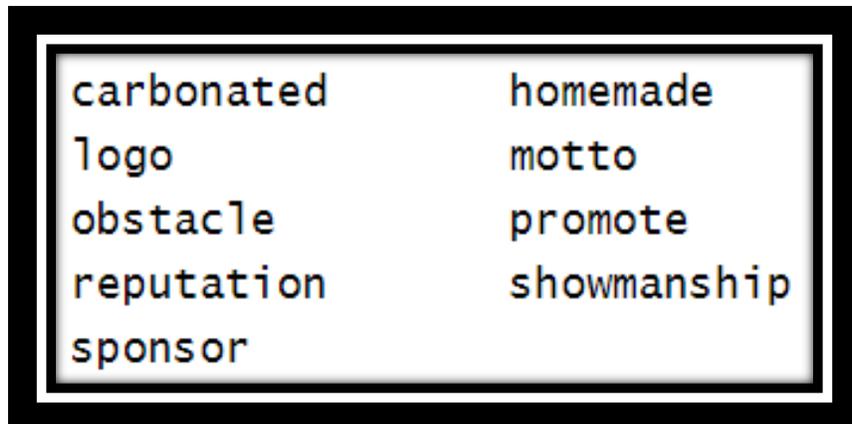
1. Do you like energy drinks? Which is your favorite? When do you drink them?
2. Do you think energy drinks are unhealthy? Should children drink them?
3. What do you think of extreme sports and/or motorsports?
4. Have you ever been to a sports competition? How was it?
5. What's the most interesting sporting event you know?

Name: \_\_\_\_\_

# Red Bull



Find these words!



Name: \_\_\_\_\_

## **Quiz**

**1) How many cans did Red Bull sell in 2017?**

a. 63 million b. 63 billion c. 6.3 billion d. 6.3 million

**2) When was Krating Daeng released?**

a. 1978 b. 1997 c. 1976 d. 1987

**3) Where does the story of Red Bull start?**

a. Africa b. Australia c. Thailand d. Spain

**4) How did Dietrich Mateschitz change the drink?**

a. less sweet and carbonated b. the color c. more flavor less taste d. more sweet less carbonated

**5) Who is Red Bull marketed to?**

a. old women b. young men c. young women d. old men

**6) What kind of athlete was Xeno Muller?**

a. rower b. pilot c. skier d. swimmer

**7) When was Red Bull released in the United States?**

a. after the drink was released in Europe b. before the drink was released in Europe c. at the same time as Europe d. at the same time as Austria

**8) What does "Flugtag" mean in English?**

a. Full Tag Day b. Flight Day c. Flight Say d. Free Tag Day

**9) According to the article, how many cities has Flugtag been held in?**

a. over 35 b. under 85 c. over 85 d. under 35

**10) How high are the Cliff Diving World Series jumps?**

a. 24-26m b. 26-28m c. 28-30m d. 27m

# Key

<b>Matching</b>	<b>Quiz</b>
1. d	1. c
2. g	2. c
3. f	3. c
4. i	4. a
5. b	5. b
6. a	6. a
7. j	7. a
8. c	8. b
9. h	9. a
10. e	10. b

**PROJECT:** Students create a competition of their own. Include location, rules and ways to win. As well as logo, motto and target audience.