BLU™

ENERGY DRINK

PRODUCT CATALOGUE



ABOUT BLU ENERGY DRINK DISCOVER BLU

20 YEARS OF ENERGY. MADE IN POLAND.

For over 20 years, BLU has been producing energy drinks in Poland, building a strong international presence across more than 40 markets worldwide.

With 13 distinctive varieties — from the iconic BLU Classic to bold fruit combinations, sugar-free options, caffeine-free creations and the BLU PRO range — BLU offers a diverse portfolio designed for different tastes, lifestyles and markets.

ONE BRAND. 13 VARIETIES. ONE BLU EXPERIENCE.

Our BLU Energy Drink range includes 13 varieties:

- BLU Classic
- BLU Mojito
- BLU Day
- BLU Grapes
- BLU Apple Melon
- BLU Watermelon
- BLU Cranberry
- BLU Red Mojito
- BLU Sugar Free
- BLU CAFFEINE FREE Tutti Frutti
- BLU CAFFEINE FREE Marshmallow
- BLU PRO POWER
- BLU PRO FOCUS



DISCOVER THE BLU RANGE

13 VARIETIES. ONE BLU EXPERIENCE.



From the iconic BLU Classic to bold fruit combinations, sugar-free options, innovative caffeine-free creations and the BLU PRO range, BLU offers a diverse portfolio designed for different tastes, lifestyles and markets.

DISCOVER YOUR BLU.

BLU CLASSIC
BOLD • REFRESHING • ICONIC

THE ORIGINAL BLU ENERGY

The signature BLU experience. A bold and refreshing taste with the unmistakable character that started it all.

BLU MOJITO
FRESH. ZESTY. ENERGIZING.

A refreshing mojito-inspired flavour with a crisp, vibrant character – bringing together freshness and the unmistakable energy of BLU.

FRESH • ZESTY • VIBRANT

BLU DAY
SMOOTH • REFRESHING • ENERGIZING

BRIGHTEN YOUR DAY

Smooth, refreshing and full of character. BLU Day is created for those moments when your day needs an extra spark.

BLU GRAPES
JUICY • FRUITY • BOLD

BOLD FRUIT. BLU ENERGY.

A rich and juicy grape flavour combined with the unmistakable BLU character for a refreshing and distinctive fruity experience.

BLU APPLE MELON
CRISP • SMOOTH • REFRESHING

TWO FRUITS. ONE UNIQUE EXPERIENCE.

Crisp apple meets smooth, sweet melon in a distinctive flavour combination designed to surprise and refresh.

BLU WATERMELON
JUICY • FRESH • VIBRANT

TASTE THE REFRESHMENT

The juicy taste of watermelon meets BLU energy in a vibrant and refreshing combination made to stand out.

BLU CRANBERRY
BOLD • FRUITY • REFRESHING

BOLDLY FRUITY

A distinctive cranberry-inspired flavour combining bold fruity character with a refreshing finish.

BLU RED MOJITO
VIBRANT • FRESH • DISTINCTIVE

A BOLD TWIST ON REFRESHMENT

A vibrant interpretation of the mojito experience with a distinctive fruity twist – fresh, exciting and unmistakably BLU.

BLU SUGAR FREE

ZERO SUGAR • BOLD TASTE • BLU ENERGY

FULL BLU EXPERIENCE. ZERO SUGAR.

All the unmistakable character of BLU with zero sugar — created for consumers who want bold refreshment without the sugar.

BLU CAFFEINE FREE

A DIFFERENT KIND OF BLU

Exciting flavours. Playful concepts. Zero caffeine.

BLU Caffeine Free expands the BLU family beyond traditional energy drinks, bringing distinctive flavours to consumers looking for a fun and refreshing caffeine-free alternative.

TUTTI FRUTTI

FRUITY • FUN • CAFFEINE FREE

ALL THE FUN. NO CAFFEINE.

A colourful explosion of fruity flavours with a fun and refreshing character.

MARSHMALLOW

SWEET. PLAYFUL. DIFFERENT.

SWEET • PLAYFUL • CAFFEINE FREE

A unique marshmallow-inspired flavour delivering a sweet and playful experience

BLU PRO

TAKE IT TO THE NEXT LEVEL

A performance-inspired extension of the BLU family with a bold, modern identity.

BLU PRO POWER

POWER YOUR MOMENT

POWER • DYNAMIC • BLU PRO

A bold member of the BLU PRO range, created around a dynamic and performance-inspired concept.

BLU PRO FOCUS

STAY SHARP. STAY BLU.

FOCUS • MODERN • BLU PRO

A modern BLU PRO concept with a distinctive identity created for today's active lifestyle.

FIND YOUR BLU.



ONE BRAND. 13 VARIETIES. MANY EXPERIENCES.

CLASSIC • FRUIT FLAVOURS • SUGAR FREE • CAFFEINE FREE • BLU PRO

Whatever the taste, whatever the market — there is a BLU experience waiting to be discovered.

PRODUCT RANGE



MOJITO



DAY



CLASSIC



MINI 150ml

PRO


PRO
BLU
FOCUS
ENERGY DRINK


PRO
BLU
POWER
ENERGY DRINK

FLAVORS


BLU
VITAMINS B2 B3 B5 B6 B12
ENERGY DRINK


BLU
WATERMELON
ENERGY DRINK


BLU
APPLE MELON
ENERGY DRINK

CAFFEINE FREE



TUTTI FRUTTI



MARSHMALLOW

BLU-01

ORA FUNKY CAT

ORA FUNKY CAT

BLU ENERGY DRINK EDITION









ELECTRIC POWERTRAIN

ZERO EMISSIONS

AGILE HANDLING

SMART SAFETY FEATURES

LONG RANGE PERFORMANCE

BLU ENERGY DRINK

TUTTI FRUTTI

ENERGY THAT DRIVES YOU.

CAFFEINE FREE









100%
ELECTRIC POWER

ZERO
EMISSIONS

AGILE
& FUN TO DRIVE

BLU ENERGY DRINK
ORA FUNKY CAT
BLU EDITION









ELECTRIC POWERTRAIN
Instant torque.
Zero emissions.

BOLD DESIGN STATEMENT
Iconic BLU livery with
premium finishes.

VITAMIN BOOST IN EVERY DRIVE
B12 • B3 • B6 • B5
Fuel your energy.

AGILE & SMOOTH HANDLING
Compact, responsive and
perfect for city drives.

DISCOVER YOUR BLU.



20 YEARS OF ENERGY.
13 VARIETIES.
ONE BLU EXPERIENCE.

BLU is ready for the next generation of consumers and the next generation of markets.

BLU ENERGY DRINK
Made in Poland • Enjoyed Worldwide

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