

Red Bull Quiz: Trivia Questions and Answers

1. Red Bull was made after modifying the ingredients of which energy drink?

- Krating Daeng
- Rockstar
- PowerHouse

2. Where is Red Bull headquarters located?

- Sweden
- Austria
- Australia

3. Which company sells Red Bull energy drink?

- Monster
- Red Bull GmbH
- Pepsi

4. When was Red Bull introduced?

- 1987
- 1977
- 1981

5. What is the Slogan of Red Bull?

- Red Bull Keeps You Going
- Red Bull Restarts You
- Red Bull Gives You Wings

6. Who is a co-founder of Red Bull energy drink company?

- Bernie Ecclestone
- Karl Wlaschek
- Dietrich Mateschitz

7. What are the colors of the Red Bull can?

- Blue and silver
- Red and Silver
- Black and blue

8. According to the Perfect Shelf standards, Red Bull should in the Strike Zone. Where is the Strike Zone?

- Eye-level within the set (shelves 2-4)
- The top 2 or 3 shelves of the set
- The shelves that are directly in the middle of the set

9. In order to create a Perfect Cold Shelf at Gas stations, where should Red Bull Sugarfree be placed?

- On the handle side of the set
- On the top shelf
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10. The Red Bull planogram standards were developed to maximize two selling opportunities. What are they?

- Raise awareness of Red Bull Sugarfree
- Raise size distinction awareness to encourage consumers to trade up to 355ml and 473ml
- Both

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Right answers

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