

## THE PARADIGM SHIFT IN THE WORLD OF ENERGY DRINKS

It is high time to announce the launch of the long awaited beverage! Mutalo Group Kenya Ltd is giving the Kenyans an access to KABISA, a phenomenal energy drink which will change the perception of energy drinks in Kenya forever. The beverage is the answer for the market needs of locally adjusted product with high quality ingredients at affordable price. The paradigm shift in the world of energy drinks has come!



Mutalo Group is an international energy drink manufacturer based in Poland who has recently opened a local office in Nairobi and is currently looking for passionate and ambitious Kenyans who will join the organization. A company is growing rapidly - over 200% in the last two years. Mutalo Group's flagship product KABISA, is already on top of the list of the best-sold drinks in 10 countries across Sub-Saharan Africa. The energy drink is expected to reach the summit in Kenya too.

Mr Tomasz Adam Nowowieyski, the CEO of Mutalo Group, producer of KABISA, is speaking with enthusiasm about launching KABISA in Kenya:

*"It is a pleasure for us to enter the Kenyan market. We received too many questions from the market about KABISA. We call Kenya home because KABISA fits this market like no other else. That's why we decided to open our local office in Nairobi. Our customers love KABISA because we use 100% natural sugar only and a range of vitamins that are crucial for the body (B2, B3, B5, B6 and B12). We do not add any glucose syrup or harmful sweeteners. We use natural method of pasteurization and, all of these, make KABISA a very high quality product. With KABISA we bring only good energy; the drink is a perfect companion for celebrating such moments as chilling with family and friends or simply enjoying a meal".*



Mutalo Group takes care not only about what is inside the can but also what the can looks like on the outside. The product is packed in durable, strong aluminium cans to ensure maximum protection. Cans are not only resistant but also have a colorful, eye-catching, tropical design which makes KABISA stand out on a shelf among other products. KABISA energy drink will be available soon in local shops, popular supermarkets, bars, cafes and restaurants across Kenya.