



BadBoy
Power Drink

Horizonte was founded in June of 2000 and has as its core business the development and merchandizing of functional foods that takes advantage of Brazilian's biodiversity and technology.

Horizonte has developed the well-know energy drink Bad Boy Power Drink. Since 2000, present in Brazilian market, it is one of the best selling energy drink in the country, this product express an irreverent philosophy of life related to sports practice and health.

Horizonte has also launched Bad Boy Turbo Drink, a natural energy drink sold in 10ml plastic flask which is a market leader in its category.

For almost 2 years of research, Horizonte and BHASE had worked together to develop a unique product especially to be launch in the Japanese market. BAD BOY POWER DRINK was developed to be in compliance with the Japanese Food Sanitation Law and to keep its delicious and characteristic flavor with a formulation even more POWER.

Horizonte has also developed a modern technology to guarantee the stability of the flavor and a gradual absorption of caffeine. BAD BOY POWER DRINK (Japan) is a product that has a cutting edge technology and is one of the strongest energy drink already developed in the world.

Giant
BadBoy
Power Drink
10000ml

Soft Drink



BHBB01001

Bad Boy Power Drink

- Soft drink
- Net weight: 250ml
- 24 units per case
- Shelf life: 18 months
- POS: 7898275250014



BHBB02001

Bad Boy Turbo Drink

- Bad Boy Turbo Drink
- Net weight: 10ml
- 288 units per case (6 display w/ 48units)
- Shelf life: 24 months
- POS: 7898275250212

