



Student A

Although Irn-Bru from Scotland has never been marketed as ¹ _____, it can claim to be the first. Called Iron Brew at the time, it was first sold in 1901. In Japan, energy drinks have been produced for over fifty years starting with the release of Lipovitan in the 1960s. A lot of Japanese energy drinks do not look like soft drinks at all and are sold in ² _____.

_____ These energy drinks are known as 'genki drinks' and are aimed at ³ _____.

Lucozade Energy, first sold in 1929, was originally introduced as a hospital drink for 'aiding the recovery'. However, by the early 1980s it had become an energy drink and was promoted as a ⁴ _____.

The first drink designed to improve the performance of sports stars was Gatorade. It was invented in the 1960s for the University of Florida football team, the Gators, hence its name. It was designed to aid ⁵ _____. Gatorade is considered to be safer than many energy drinks and is known more as a sports drink.

⁶ _____, was launched by Pepsi Co in 1985 and was the first energy drink introduced by a major US beverage company. It was discontinued in 1999.

Undoubtedly the most popular energy drink today is Red Bull and it is adapted from a Thai energy drink, Krating Daeng, which means Red Bull. The company was founded by ⁷ _____ in 1987 along with its famous slogan 'Red Bull gives you wings'. The product is marketed aggressively through advertising, tournament sponsorship and sports team ownership.

Student B

Although Irn-Bru from Scotland has never been marketed as an energy drink, it can claim to be the first. Called Iron Brew at the time, it was first sold in 1901. In Japan, energy drinks have been produced for ¹ _____ years starting with the release of Lipovitan in the 1960s. A lot of Japanese energy drinks do not look like soft drinks at all and are sold in small brown glass medicine bottles. These energy drinks are known as ² '_____' and are aimed at the salaryman market.

Lucozade Energy, first sold in 1929, was originally introduced as ³ _____ for 'aiding the recovery'. However, by the early 1980s it had become an energy drink and was promoted as a 'drink for replenishing lost energy'.

The first drink designed to improve the performance of sports stars was Gatorade. It was invented in the 1960s for ⁴ _____, the Gators, hence its name. It was designed to aid hydration and improve performance levels. Gatorade is considered to be ⁵ _____ and is known more as a sports drink.

Josta, was launched by Pepsi Co in 1985 and was the first energy drink introduced by a major US beverage company. It was discontinued in 1999.

Undoubtedly the most popular energy drink today is Red Bull and it is adapted from ⁶ _____, Krating Daeng, which means Red Bull. The company was founded by a Thai and an Austrian national in 1987 along with its famous slogan 'Red Bull gives you wings'. The product is marketed aggressively through

⁷ _____.