

Introducing ...

GO



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Go for GO

Stylish Soul inside



GO Stylish Soul Inside

Trendy and stylish party people all around the globe go for GO!

The coolish aluminium in combination with the cool shape of the tube is a perfect combination that is the key element for the image of GO:

unique, new, cool, stylish, trend-setting, spirited, daring

At the same time this is the image of the GO community, too. Similar to GO, every member of the GO community has a unique character and at the same time is part of group of like-minded people with similar preferences and desires. They share one thing: They are daring and adventurous trend-setters, not intimidated by the unknown and attracted by the new.



„GO Party“ – „GO Tube“

GO can't be missing at any stylish high-class party and is found at the hottest events all around the globe where it quenches the thirst and gets the party going.

Amongst the many that have already felt the unique vibes of GO are Paris Hilton, Pierce Brosnan, Dannii Minogue, Eva Herzigova, Jerry Hall and David Coulthard.



Facts & Figures

Target Groups

Teenagers and young adults of age 15 to 35.

Party people, trend-setters and all who want to become such.

The Idea

The revolution has begun in the year 2004, with the idea to take the well-known aluminium tubes used for mustard and mayonnaise and to fill them with something completely different.



As you would expect, this idea was borne by Wenger Corporation, an Austrian enterprise that since the year 1886 produces food products of highest quality

For more than 120 years Wenger Corporation strives to surprise the food market with innovative products.

With GO – the world's first drink in a tube - this goal was reached once again.

Amongst other things this is confirmed by the sales of GO that have reached 10 million tubes so far.

2006 Wenger Corporation was awarded the Austrian Export Award for exceptional achievements in exports by the Austrian Chamber of Commerce.

Why Tubes?

The markets are awash in beverages that all taste similar and that come in the same package (can or bottle). To establish a new brand in such a market is an expensive and risky venture, unless ...

... unless you present a completely new and unique concept – **drinks in tubes!**

Especially consumers of energy drinks and alcoholic mixer drinks are highly brand-conscious and curious about new trends.

Drinking GO right out of the tube means you identify yourself with that group of people that everyone admires: young, vibrant, extravagant, trend-conscious, individualistic, ...



Market studies and media reports show: Drinks in tubes have the potential to create a new way of consuming beverages – the “tube cult”.

Advantages of tubes

The strongest, because emotional, impulse to go for GO definitely arises from the uniqueness of the eye-catching packaging.

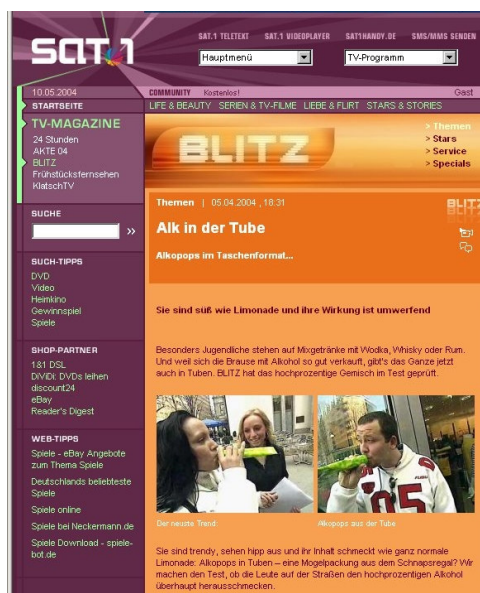
Furthermore there are numerous functional reasons that make the tube the preferred package for beverages:

- Can't break, hence no dangerous glass shards (especially out-doors!)
- Can be closed again
- Convenient to put in your pocket and to take with you
- Reduced risk of someone spiking your drink because the tube is with you when you hit the dance floor or otherwise leave your table.
- Low weight
- Extremely low volume/space of waste (empty tube)
- Keeps cool very well
- Can be stored in the freezer

AMSTERDAM BANGKOK BEIJING HONGKONG LONDON TOKYO VIENNA

Media & Press

Since summer 2004 GO is continuously covered by television magazines and print media all around the world. Each of these reports generates priceless publicity. That GO is met by such enormous interest by the media proves: GO is new and unique. Not just another boring variation of some out-dated product, but a revolutionary idea that the world has not seen before.



The media and consumers have recognized: GO has initiated an unstoppable trend that will transform the culture of drinking.

The highlights:

Austria	Austrian Export Award 2006	June 2006	Wenger Corp. is awarded the Austrian Export Award for exceptional achievements in exports by the Austrian Chamber of Commerce.
Canada	enRoute	June 2006	In-flight magazine of AirCanada
Austria	trend Wirtschaftsmagazin	March 2006	Popular business magazine
U.K.	GQ's Men of the Year Award	Sep. 2005	Pierce Brosnan, Dannii Minogue, Eva Herzigova, Jerry Hall,and GO!
Austria	Fete Blance	July 2005	GO is sponsor of the VIP-Lounge at this mega event
China	Youth Vision	June 2005	10-page coverage of GO in this lifestyle magazine
Thailand	The Nation	May 2005	Thailand's leading English speaking newspaper reports about the participation in Thaifex tradeshow.
London	Paris Hilton Fragrance Launch Party	May 2005	Paris Hilton launches her new perfume in London. And GO is there to quench the thirst and to get the party going.
Singapore	tradebuzz	April 2005	trade magazine
Germany	TV magazine „Blitz“ on SAT1 as well as Stern-TV.	2004	More than 60 minutes of coverage on German TV.

GO where?



Currently GO is exported to more than 10 countries, amongst them: Germany, Belgium, Netherlands, Luxembourg, Mexico, Taiwan, Hong Kong, Canada, USA, Finland, Israel, Australia, Baltic Sea, ...

Product Range

GO Alco

	GO Wodka Energy	Feel the heat Ingredients: sugar, vodka, caffeine; 190 ml, 4% alcohol
	GO Wodka Lemon	Get ready for a hot night with the refreshing taste of lemons. Ingredients: sugar, vodka, lemon juice, lime juice, quinine; 190 ml, 4% alcohol
	GO Wodka extreme Energy	This one is for grown-ups! But don't you dare to complain the morning after !!! Ingredients: sugar, vodka, caffeine; 190 ml, 10.5% alcohol
	GO Wodka extreme Lemon	Sour & Strong - Enjoy the unique experience Ingredients: sugar, vodka, lemon juice, lime juice, quinine; 190 ml, 10.5% alcohol
	GO Wodka extreme Cranberry	Try the taste of delicious cranberries. But be careful to stop before you drop. Ingredients: sugar, vodka, cranberry juice; 190 ml, 10.5% alcohol
	GO Wodka Strawberry Shot	Size doesn't matter Ingredients: sugar, vodka, strawberry puree, apple juice; 50 ml, 11.8% alcohol;
	GO Eikohol	Extremely tasty Egg liquor, or egg nog as it's called. 50 ml, 16% alcohol;

GO Non-Alc

	GO Pure Energy	Reload body and mind Ingredients: sugar, taurine, caffeine, vitamins; 190 ml, no alcohol;
	GO Sport isotonic Grapefruit	Perfect for out-door sports. Ingredients: orange juice, lemon juice, grapefruit juice, vitamins, minerals, sweetener; 190 ml, no alcohol;

GO comes in boxes of 24 tubes.

Provided sufficient demand we are definitely up to create new varieties and flavours for local markets or target groups.

In a Nutshell

- GO is unique, new, cool, stylish, trend-setting, spirited, daring as well as the GO community and GO's customers.
- Amongst others Paris Hilton, Dannii Minogue and David Coulthard all have already been at events sponsored by GO.
- The idea has been born by Wenger Corporation of Klagenfurt, Austria.
- Advantages (USP) of GO: cool & stylish, convenient because it can be closed again and easy to put in your pocket, can't break, ...
- Vast media coverage all around the globe.
- 100+ daily visitors at GO's website (go-more.com)



Contact

Wenger Senf Erzeugungs- und HandelsGmbH

Pischeldorferstraße 130, 9020 Klagenfurt, Austria

phone.: +43 (0)463 345000

fax: +43 (0)463 345300

e-mail: office@go-more.com

www.go-more.com