

TWO
explosive
energy packing
flavors.



BRAUVEN
COMBAT **BAR**

www.brauen.bar



**Boost your sales with the Braven Combat -
Explosive Energy on the Go! An innovative product
that will blaze a trail for a new product category.**

- Unlike popular Energy Drinks Braven Combat provides an energy surge & nutrition
- Distinguish yourself in the trade with a unique brand & selling proposition, available to only a handful of retailers initially.
- Caters for a broad impulse target market, including Confectionary, Nutrition & Snacking Categories (Functional Impulse purchases).
- Cross merchandise opportunities due to the multi-purpose consumption opportunities.
- Available in 2 unique & delicious flavors (Energy Kick and Cola Blast).
- Braven is a brand of PVM Nutritional Sciences - the producer of the **World's Original Energy Bar®**.
- Braven Bar is backed with a marketing & promotional campaign that includes amongst others:
 - Online digital PR, advertising & social media marketing & advertising.
 - Aggressive sampling & contextual activations
 - In-store promotions & POS
 - Clothing & merchandise etc.

WHAT'S INSIDE?



MACRONUTRIENT
RATIO
As Recommended by IOM



75mg
CAFFEINE



1000mg
TAURINE



HIGH IN 4
B-VITAMINS

WHEN TO USE

- When you are in the mood to chew, not to sip.
- When working, meetings, large projects & brainstorming
- When you need that extra boost
- For combating fatigue, drowsiness & sleep deprivation
- For focus & concentration
- Use before, during & after sports & extreme sports
- Late night study/gaming sessions
- For driving

HOW IT WORKS

- Explosive Energy on the Go
- Improved Alertness, Focus & Concentration
- Combats severe Fatigue & Weariness
- Provides an Energy Surge, Without the Crash
- Unlike your favourite energy drink, Braven Combat provides explosive energy & nutrition from a combination of carbs, protein & fat.
- Helps Maintain Blood Glucose Levels

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@Braven we dedicate ourselves to giving you
the energy & nutrition you need to succeed.
**We will never expect you to eat a science project
that tastes like cardboard.**

The Original. The Real Deal.

We are not some Google-based research project or a sudden commercial opportunity that presented itself. We're the culmination of over 50 years of innovation, research and knowledge. Originally developed in the late 1960's to fuel soldiers with energy and essential nutrition. Now available in the USA

Refined & ready to fuel a brave new generation.

Braven Bar is a unique product powered by PVM (Proteins, Vitamins & Minerals) Nutritional Sciences, established in 1968 and originally undertaken by the National Institute of Food Research of the CSIR (Council for Scientific and Industrial Research).

PVM Nutritional Sciences became one of the first companies to manufacture clinical nutritional products to combat severe malnutrition in the 1960's & we produced the **World's Original Energy Bar®** in the early 1970's & we have since **sold 100's of millions of bars** in local & International markets. This Southern African Household brand/product is a KVI (Known Value Item) in all formal retail, wholesale, convenience chains, a school cafeteria favorite as well as a **Sunday Times NexGen Brand Award Winner.**

Proprietary Intellectual Property protects the product against replication attempts, including failed attempts by for e.g large MNE's such as Cadbury's. The PVM Production Facility is an **Internationally recognized FSSC 22000 Certified Facility** including full batch/lot traceability.

SEPARATE REAL FROM FAKE.

You have to separate real from fake. The fake news, the stifling political correctness, the greed, the hidden agendas, the pretentiousness, the entitlement & the downright dishonest. The excuses & blaming of circumstances, well for everything. A lot of BS!

Why should you care about another brand? There are thousands out there you already don't care about. The truth is, we don't need you to know who we are or what we do. But we'd like you to consider why.

And if you still don't care, then good for you. So, why are we? It's pretty simple...

@BRAVEN WE CELEBRATE & SALUTE THE BRAVE.

Be honest, confident & courageous. Work hard & smart. Create. Be accountable.
Put yourselves in harm's way for others. Fight for the underdog. Stand up to bullies who abuse power.
Reject the status quo. Smile & have FUN. Explore uncharted territories.

#NeverStepBack