

ENERGY DRINK®  
**Luce**  
DESIGN FROM ITALY



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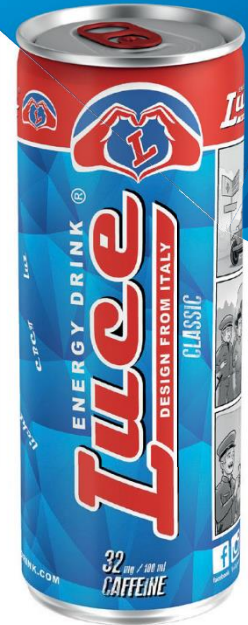
**Luce Energy Drink was developed by Italian designers with the aim of creating a unique energy drink that stands out from the rest. Instead of creating just another energy drink, we decided to take a creative approach by incorporating comic designs on the side of each can, making it visually distinctive from other energy drink brands.**





**We started with 4 stories, right now 12 different comics was placed on Luce. With this unique idea our product is a collectible item which makes the difference.**

**Comics can be related to the targeted market, it can tell a story about the country, about a collaborated brand, about a nation sport, culture, etc. This unique feature can be the advantage in any market against the competitors.**



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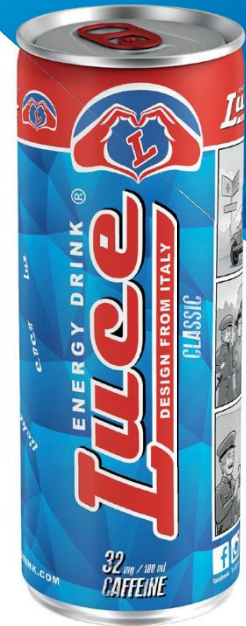
**Luce is manufactured in one of the biggest and newest factory in Europe. Thanks to the use of the most modern equipment, the highest quality raw materials and high technologies, Luce is produced with incomparable quality.**



**Malta was the first country where Luce started its operation in 2016. Today we are one of the leading energy drink brand on the island.**

**From 2023 we are planning to expand into the European market.**

**Our dynamic development led us to the next stage of Luce brand:  
Luce Isotonic Drink**





**In 2021 we created our new isotonic drinks. Right now 3 flavours available: Lemon, Orange, Multifruit. The unique 750ml volume given us the edge on our competitors.**

**We are in the process of 3 new isotonic drinks which are expected to present on the market in the second half of 2023.**





**Our POS fridges, stands in supermarkets, events and promotion campaigns.**





THANK YOU FOR YOUR ATTANTION!

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