

Evaluating Energy Drinks: A Feasibility Report

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Executive Summary

We have investigated the feasibility of the top selling energy drinks for the students of the University of North Texas. Because students are in constant need of an energy boost, we have researched which energy drink will provide the students with the most energy without sacrificing nutrition, taste, or cost.

Currently, the University of North Texas carries many energy drinks, including the ones that were tested, in most of the school stores. With the information from this report, we hope to help students make a better decision when choosing energy drinks.

We recommend Red Bull as the best energy drink for students at the University of North Texas.

Introduction

College students at the University of North Texas often drink energy drinks to keep their minds alert while studying and doing homework for classes. Our group decided to take the three best selling energy drinks and determine their feasibility. On campus, we set up unmarked samples of the three following energy drinks:

- Option 1: Red Bull
- Option 2: Full Throttle
- Option 3: Monster Energy

In the report that follows, we examined the student's ratings of the drinks' taste and effectiveness, along with research of our own, and recommend the best overall option.

Methods for Evaluating the Options

To support our recommendation, we evaluate the feasibility of each option using four criteria.

- The cost of per ounce of each energy drink
- The quality of taste of each energy drink
- The nutritional facts of each energy drink
- The quality of effectiveness of each energy drink

To gather information about the energy drinks for the evaluation we surveyed a group of college students on campus and researched each energy drink's nutritional facts and reputation. First, the college students gave us their opinion on the taste and effectiveness of each individual drink, without knowing which energy drink they were testing. Then we researched information about each energy drink, including their nutritional facts and prices. Finally, we assembled our information and determined our recommendation.

Results of the Evaluation

Cost Per Ounce

Option 2, Full Throttle and Option 3, Monster energy are equally the most cost effective. Option one, Red Bull is the most expensive.

Option 1: Red Bull

Red bull is one of the leading energy drinks and can be found at almost every university convenient store. A single 12oz can of Red Bull is sold at the regular price of \$2.99 and a smaller sized can of 8.3oz costs approximately \$2.19. This makes the cost per ounce to be about \$0.27.

Option 2: Full Throttle

Full Throttle can also be found at many university convenient stores and is provided by the Coca Cola Company. Full throttle only comes in a 16oz can and costs approximately \$2.19. The cost per ounce would be about \$0.14.

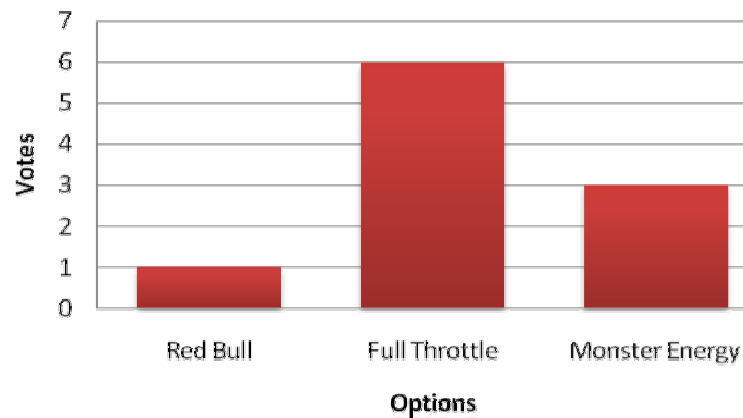
Option 3: Monster Energy

Monster Energy is not widely advertised in the media, but receives a lot of recognition from its sponsorship in sporting events. Monster Energy is harder to find in university convenient stores than Red Bull and Full Throttle. Similarly to Full Throttle, it only comes in a large 16oz can and costs approximately \$2.19. The cost per ounce is about \$0.14.

Quality of Taste

Option two, Full Throttle is the best tasting. Option one, Red Bull is the worst tasting.

Taste Test Results



Option 1: Red Bull

In the taste test, Red Bull received only 1 vote out of 10.

Option 2: Full Throttle

In the taste test, Full Throttle received 6 out of 10 votes.

Option 3: Monster Energy

In the taste test, Monster Energy received 3 out of 10 votes.

Nutritional Value

Option one, Red Bull is the healthiest. Option three, Monster Energy is the least healthy.

Option 1: Red Bull

Calories	106
Sugar	27 grams
Carbohydrates	0 grams
Sodium	0 grams

Option 2: Full Throttle

Calories	110
Sugar	29 grams
Carbohydrates	28 grams
Sodium	70 grams

Option 3: Monster Energy

Calories	100
Sugar	26 grams
Carbohydrates	26 grams
Sodium	180 grams

The Quality of Effectiveness

Option 1, Red Bull and Option 3, Monster Energy were equally effective, but Option 3 had a stronger caffeine crash. Option 2, Full Throttle was less effective but had a weaker caffeine crash than Option 3.

Option 1: Red Bull

The student survey results displayed that 40% of the student agreed that Red Bull energized them the most. These results were the same for Option 3. Students also agreed Red Bull kept them alert for the longest period of time with a modest caffeine crash.

Option 2: Full Throttle

The student survey results displayed that 10% of the students agreed that Full Throttle was the most effective. It was also agreed that Full Throttle had the weakest caffeine crash.

Option 3: Monster Energy

The student survey results displayed that 40% of the students agreed that Monster Energy energized them the most, but had the strongest caffeine crash.

Conclusions

Each of the three options has advantages and disadvantages. Option 1 (Red Bull) is the healthiest and one of the most effective. However, Option 1 has the worst taste and is the most expensive. Option 2 (Full Throttle) is the best tasting and one of the most cost effective. Though it did not have the best effectiveness, the crash afterward was the weakest. Option 3 (Monster Energy) is one of the most effective and is one of the most cost effective, but is also the least healthy.

Based on our evaluation of the options in light of the criteria, taste and cost are secondary issues. The cost of the drink is dependent on its quality rather than its quantity, and the taste of the drink should not be a deciding factor over the nutritional aspects of the drink.

Recommendations

Because Option 1 is the healthiest for you, has the best effect, and moderate caffeine crash, we recommend that college students drink Red Bull when looking for an energy drink to help keep their minds alert.