



THE  
**AMBRROSIA**  
CHRONICLE



Take a Sip with  
The Drink From Above





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SPRING 2024

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## DID YOU KNOW?

**70 million** Americans suffer from chronic sleep problems. Additionally, **60 to 70%** of American teens live with severe sleep debt, often because of drinking caffeinated beverages late at night, which prevents them from receiving quality sleep. Over time, sacrificing sleep becomes an endless cycle, which is fueled by **caffeine overconsumption.**



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## MISSION STATEMENT

Sleep should be a priority. Unfortunately, sleep is frequently compromised in favor of additional time due to mounting responsibilities. In America, millions of students consume coffee in an attempt to stay up late, which causes them to lose out on a full night's sleep. This fact served as the inspiration for Ambrosia, an energy drink with various caffeine levels, vital vitamins, and nutrients to help you regain your sleep. With Ambrosia's day and night product range, customers can consume a controlled quantity of caffeine at that particular time.



## MEET THE TEAM



Ritesh J.  
CEO



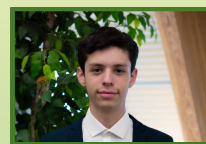
James P.  
COO



Kaden R.  
CMO



Cameron B.  
VP HR



Alan S.  
Internal VP Sales



Nina R.  
External VP Sales



Jessica W.  
CFO



Bella F.  
VP DM



Connor B.  
VP Art & Pub



Jessica R.  
VP Comm

# COMPANY EVENTS

THE  
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Over the past few months, our Ambrosia crew has excelled! We have participated in trade shows in Fountain Valley, San Bernardino, Bakersfield, San Diego and New York. Everyone is incredibly proud of our accomplishments!

With incredible persuasion and pitching abilities, our team made many sales during the IECE Trade Show. People bought our **St. Patrick's Day Bundle** after they were so happy to sample our varieties at the booth!



Cailyn (Art) & Marcy (Marketing)



John's Incredible Pizza

Our firm decided to have some fun by attending the Bakersfield trade show and going to **John's Incredible Pizza** for a team bonding night. The gorilla (Winston) cost over \$5,000 in tickets, so obtaining it required a great deal of **teamwork and willpower!**

# EMPLOYEE HIGHLIGHTS

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## JACK WILDER

Jack Wilder, one of our **Digital Media Associates**, was chosen as our Ambrosia Employee of the Month for February because of his excellent work. He has done great work for the company and made a real effort to always exude the **Ambrosia spirit**.

## ALAN SANCHEZ

Each month, we assess each Ambrosia employee and choose one to highlight in order to inspire everyone to perform at the highest level. Our **Co-VP of Sales**, Alan Sanchez, has been chosen to be the Ambrosia Employee of the Month for March.



# DEPARTMENT HIGHLIGHT

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## FINANCE TEAM



James (Sales), Nina (Sales), Jessica (Finance), Justice (Finance)

## SAN BERNADINO

Our finance team, pictured above, faced off against several other companies at the IECE Trade Show in San Bernardino. They finished in the **top 7**, which allowed them to compete at the **Youth Business Summit in New York** on April 11–12 alongside our marketing team! They worked extremely hard for many hours both inside and outside of the classroom to achieve this. Lets all wish them a special good luck!



# MARKET ANALYSIS

THE DRINK FROM ABOVE ★

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## REAL WORLD OVERVIEW

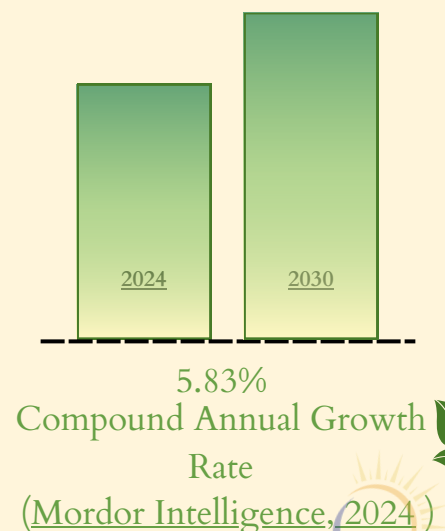
The global market for energy drinks has been expanding at a steady rate. Currently valued at **\$73.99 billion**, the market is **expected to grow** at a compound annual growth rate of **5.83% between 2024 and 2030**. This is one reason behind the rise in the demand for helpful and healthier beverages. Consumers want to be more aware of what they are putting into their bodies, which leads them to pay more attention to what the packages indicate. They typically scan for the phrases low-sugar and sugar-free.

## VIRTUAL INDUSTRY

We have observed that our consumers are consistently drawn to our **Team Night** selection, which includes **Celestial Cherry** and **Boundless Blueberry**. This opposes our **Team Day** selection, which has drinks with a higher caffeine content. This reflects how people want our low-sugar and lower-caffeine products to stay energized through all those late night needing to worry about disrupting their sleep patterns or sacrificing their health.

## STATS

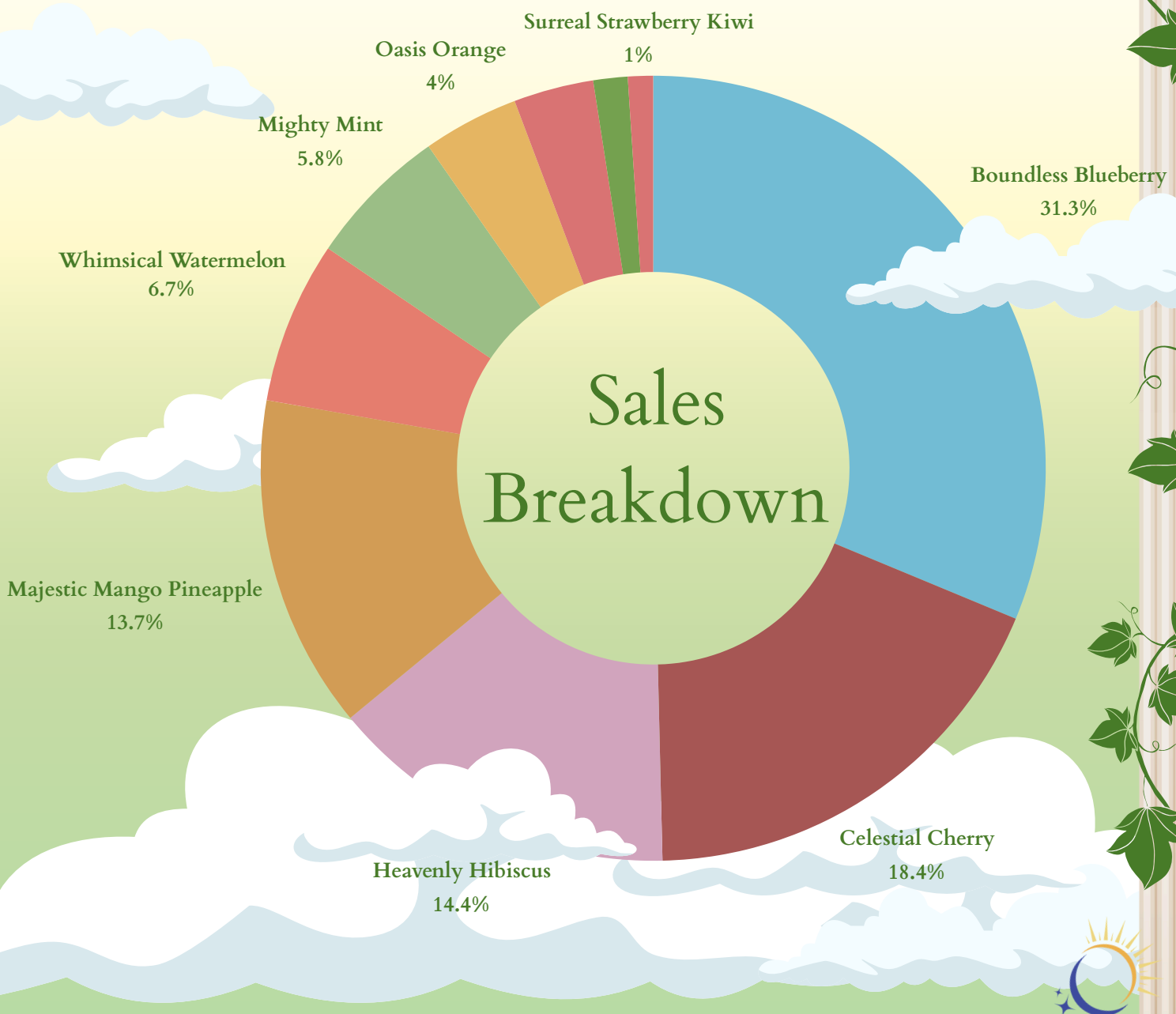
### Market Summary



# SALES BREAKDOWN

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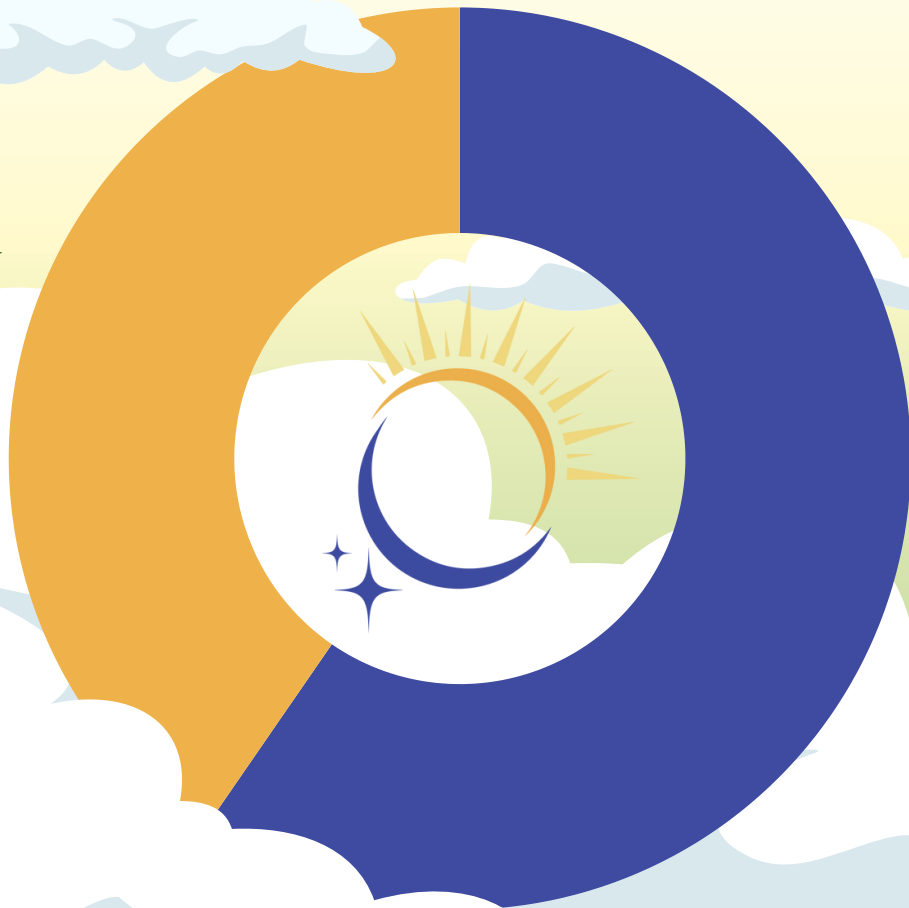
# TEAM DAY vs TEAM NIGHT



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Team Day  
40.4%



Team Night  
59.6%

We can determine if our clients favor Team Day or Team Night by monitoring every sale we make. From the start, Team Night has been the clear favorite and has never lost that position, never falling short of Team Day.

DRINK FEATURE

# MIGHTY MINT

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# COMPANY REMINDERS

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## REMINDERS & ANNOUNCEMENTS

Thank you for your continued support towards our company! We appreciate everyone's contributions which have increased the number of possibilities at our firm. Every purchase has led us to innovate newer and tastier flavors to fit everyone's needs!

## FOLLOW US!


Remember to follow our company social media for more updates!

 Instagram @ Ambrosiavei

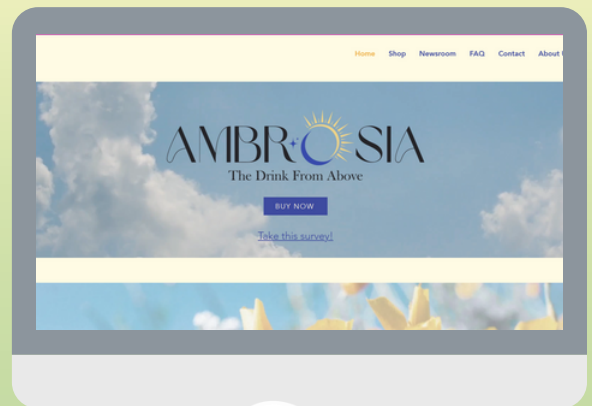
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[ambrosia.ca@veinternational.org](mailto:ambrosia.ca@veinternational.org)



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