



## **With full power through winter: limited edition Açai flavour star energy drink**

**ORLEN Deutschland introduces the successor to their popular Summer limited Energy Edition Mango+Peach – the Winter Edition Açai. Forerunner role in affordable on-the-go refreshments to be further expanded.**

**Elmshorn, 28<sup>th</sup> of October 2021 – The perfect energy-kick for the dark days of winter is now available with the new limited edition of the star Energy Drink Açai. With this product, the consumer-friendly petrol station brand continues to expand its pioneering role as a provider of high-quality, affordable private label products, leaving no chance for the winter blues. The kick of the wonder fruit will be available at all star and ORLEN petrol stations in Germany from the beginning of November.**

The new star Energy Drink Limited Edition Açai is the successor to the popular Summer Edition Mango+Peach, and with its modern product design a real eye-catcher. “The success of the Limited Edition Mango+Peach has shown us how much potential there is in our popular energy drinks. By introducing limited editions, we are responding to trends in the food sector and to our customers’ wish for an affordable alternative to the offer from brand manufacturers”, explains Piotr Guział, Managing Director of ORLEN Germany GmbH and its star and ORLEN petrol stations.

Since 2012, ORLEN Deutschland has been offering private label products that are significantly less expensive than those of competitive brand products – including classic energy drinks, mineral water, natural apple spritzer, crisps, and other products. “With our attractive pricing, we are setting a good example as a forerunner, and clearing up the preconceptions of overpriced products in petrol stations”, says Guział.

ORLEN Deutschland focuses on high-quality standards and guarantees premium private label products at their star and ORLEN petrol stations. The new star Energy Drink Açai is being produced exclusively for ORLEN Deutschland, with its own recipe and distinctive

taste. "We plan to introduce further private label products for which there is no low-priced alternative or that we don't yet have in the petrol station range", adds Guziak.

The new Limited Edition is available at all participating star and ORLEN petrol stations in Germany from the beginning of November for €1,25 (RRP) including deposit.

### **star and ORLEN - the petrol stations of ORLEN Deutschland GmbH**

ORLEN Deutschland GmbH was founded in March 2003. It is a 100% subsidiary of the Polish multi-energy corporation PKN ORLEN S.A. and part of the international ORLEN Group. The company currently operates almost 600 star and ORLEN petrol stations on the German market. ORLEN Deutschland GmbH, based in Elmshorn, is one of the ten largest petrol station operators in Germany and has been the main sponsor of German handball record champion THW Kiel since 2016.

According to the slogan "More than just cheap fuel", star and ORLEN petrol stations offer quality fuels as well as their own brand products at an attractive price-performance ratio. Customers also benefit from a cooperation with the German Automobile Club ADAC (instant discount of 1 cent per litre of petrol for members) or from the B2B-fleet-card and receive additional services such as car washing and parcel services at many stations. Filling stations with 'star café' and 'stop. café' invite you to take breaks in a feel-good atmosphere and offer coffee specialities, a large selection of tasty meals and hot and cold snacks all day long.

For more information, please visit our website: [www.orken-deutschland.de](http://www.orken-deutschland.de)

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