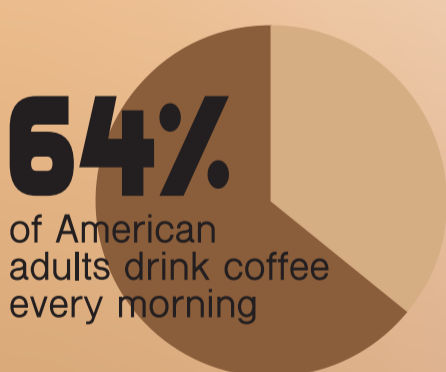
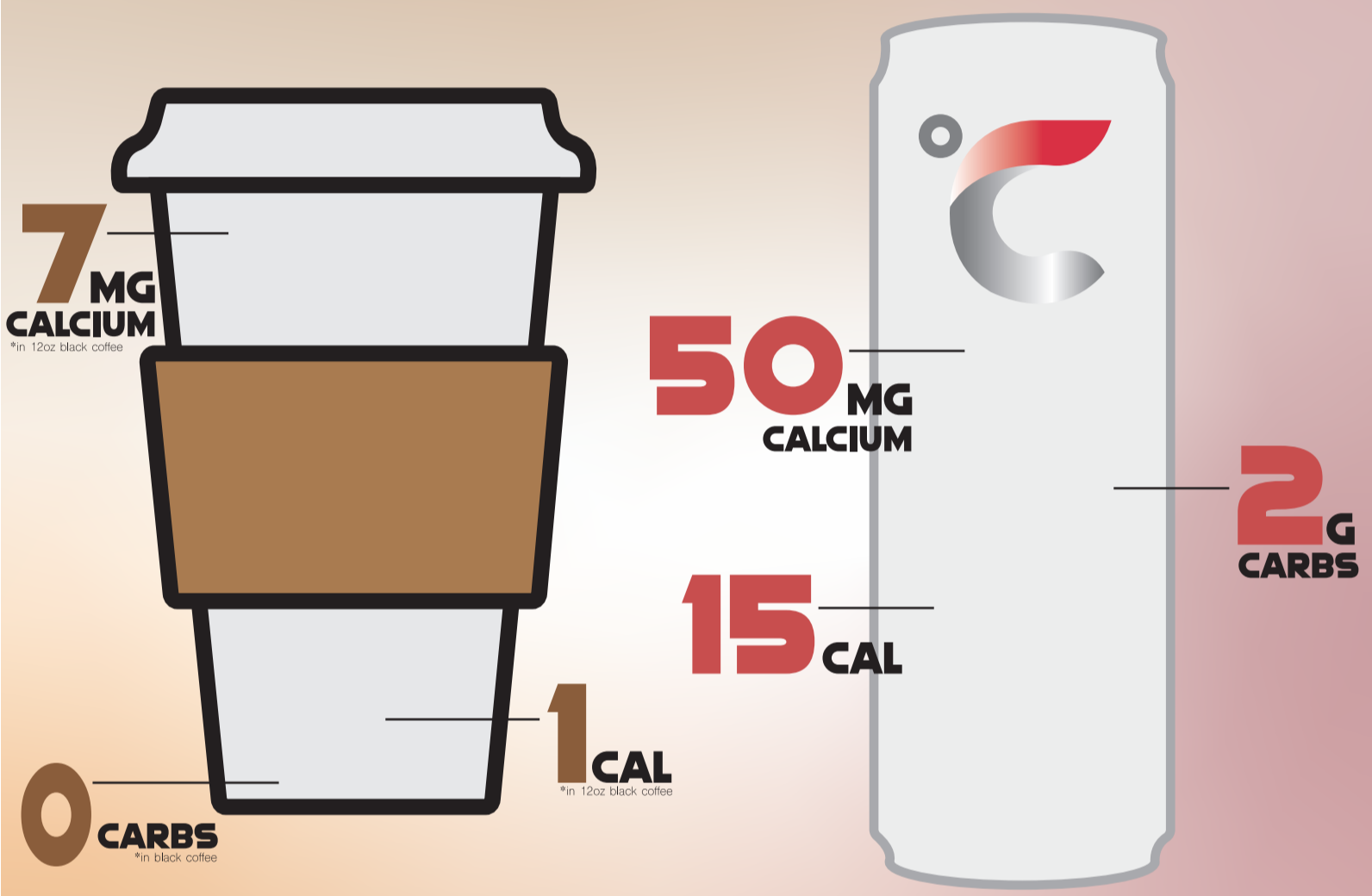


# THE DEBATE

## OF THE CENTURY

### COFFEE vs CELSIUS

Both are caffeinated beverages vying for a spot in your morning routine—or any part of your day. Celsius has been in the market since 2005, but has recently made unparalleled growth in popularity. Coffee, on the other hand, is a household staple and the blood running through over half of America's veins.



### CAFFEINE

\*per 12oz serving

The average American drinks



of coffee per day

The suggested serving is



Celsius per day, MAX