

Hibs announce Carabao as the club's official energy drink partner

Hibs have announced low calorie, lower sugar, fruity energy drink brand Carabao as the club's official energy drink partner.

The partnership will focus on the Carabao Green Apple flavour – one of Carabao's most popular products within its range of delicious fruity energy drinks, and coincidentally represents the famous Hibernian green.



The deal will run for the rest of the 2020/21 season and will see brand presence via LED and trackside advertising at home matches as well as enticing incentives such as tickets, signed shirts and signed balls to be given away to loyal Carabao consumers and football fans alike.

With season ticket sales already over 11,000 and with over 200,000 followers on social media, the exciting sponsorship will create a unique opportunity for Carabao to further drive sales in Scotland and engage with our supporter base.

Speaking on the announcement Norrie Donaldson, Head of Sales for Scotland at Carabao UK&I, said: "It's an absolute honour to team up with a giant of Scottish football and become Hibernian's official energy drink partner.

"We know it's a difficult time for fans, having to watch their team from home, so we're looking forward to working with the club and giving fans a lift over the coming months via

competitions and giveaways.”

Greg McEwan, Head of Marketing & Brand Partnerships at Hibernian FC, added: “I’m delighted to announce Carabao as the club’s official energy drink partner. It’s important that we align with big brands who engage with our fan base and supporters can expect to see lots of exciting competitions and activities throughout the season.

“This announcement further highlights Hibernian FC’s appeal to global brands, and I’m thrilled that Carabao have chosen Hibernian to help them take the step into Scottish football, on the back of successful partnerships with Chelsea FC and The Carabao Cup in England. We hope that this is the start of a long-term partnership between the brands.”

For more information, please visit carabaoenergy.co.uk or @CarabaoUK on Facebook and Twitter.