

# 2024 MASS MARKET SPORTS & HYDRATION DRINK REPORT

## USBRB Commentary (PROS/CONS):

### Hydration Capabilities:

PRO - Helps Rehydrate/Maintain Hydration

### Electrolyte Content:

CON - Inadequate Amount of Electrolytes

### Electrolyte Balance:

CON - Unbalanced Electrolytes

### Flavoring:

PRO - Contains Natural Flavor(s)

### Coloring:

NEUTRAL - Doesn't Contain Any Coloring

### Sugar Content:

PRO - Limited or No Sugar

### Sweetener(s):

PRO - Contains Only Natural Sweetener(s),

CON - Contains Stevia (Diuretic)

### Glycemic Index:

PRO - Will Not Impact Blood Sugar

### Sodium Content:

NEUTRAL - Moderate Sodium

### Stimulants:

PRO - Stimulant Free

### Aids Recovery:

PRO - Aids Recovery

### Provides Energy:

PRO - Boosts Energy

### Other Functional Benefits:

PRO - Bolsters Immunity



Manufacturer:

Stokely-Van Camp, Inc. (Gatorade)

Phone: 800-884-2867

Email: [contact@gatorade.com](mailto:contact@gatorade.com)

[www.gatorade.com/fuel/hydration/gatorade-fit](http://www.gatorade.com/fuel/hydration/gatorade-fit)



## Gatorade Fit

Description: (from Manufacturer's Website)

Healthy Real Hydration.

Primary Application(s):

Sports Activity (Fitness)

Beverage Form:

Ready to Drink

Beverage Base:

Still Water

Label (and Other) Warnings:

None

Allergens: (Ingredient Related)

None

Price per Serving:\*\* \$1.83

3rd Party Certifications:

None

Flavor Name(s):\*

(Different flavors may have unique ingredients and nutritional information related to their specific flavoring and/or coloring agents - see individual product labels for details.)

Tropical Mango, Watermelon Strawberry, Citrus Berry, Cherry Lime, Tangerine Orange, Blackberry Raspberry

Acceptable

Rating: **76.1** points



## Nutrition Facts

1 serving per container

Serving Size 16.9 fl oz (500 mL)

Amount Per Serving

**Calories** **10**

% Daily Value\*

Total Fat 0g 0%

Sodium 230mg 10%

Total Carbohydrate 3g 1%

Total Sugars 1g

Includes 0g Added Sugars 0%

Protein 0g

Potassium 60mg 0%

Vitamin A 900mcg 100%

Vitamin C 90mg 100%

Niacin 16mg 100%

Vitamin B6 1.7mg 100%

Pantothenic Acid 5mg 100%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, and iron.

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

### Ingredients

Water, Clarified Watermelon Juice Concentrate, Citric Acid, Sea Salts, Natural Flavor, Ascorbic Acid (Vitamin C), Purified Stevia Leaf Extract, Niacinamide (Vitamin B3), Beta Carotene (Vitamin A), Calcium Pantothenate (Vitamin B5), Pyridoxine Hydrochloride (Vitamin B6).

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