

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),

PRO - Does Not Contain Stevia (Diuretic)

Glycemic Index:

PRO - Low Glycemic Index

Sodium Content:

PRO - Limited or No Sodium

Stimulants:

PRO - Stimulant Free

Aids Recovery:

PRO - Aids Recovery

Provides Energy:

PRO - Boosts Energy

Other Functional Benefits:

CON - No Other Functional Benefits

KOKO Karma

Manufacturer:

The Karma Collective Pty Ltd

Phone:

N/A

Email:

info@kokoandkarma.com

Website:

<https://kokoandkarma.com/products/pure-1>



KOKO & Karma Coconut Water

Description: (from Manufacturer's Website)

Delivering the Very Best of that Refreshingly Sweet and Nutty Taste in a Planet-Friendly Can. Naturally Full of Potassium, with no Added Sugar, and Five Key Electrolytes. Contains: Tree Nuts (Coconut).

Primary Application(s):

Daily Hydration, Sports Activity (Fitness)

Beverage Form:

Ready to Drink

Beverage Base:

Still Water

Label (and Other) Warnings:

None

Allergens: (Ingredient Related)

Tree Nuts and/or Coconut

Price per Serving:**

\$2.08

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.)

Coconut

Poor Choice

Rating: **68.3** points



NUTRITIONAL INFORMATION

SERVING PER PACK: 1
SERVING SIZE: 250mL (8.45 oz) **CALORIES: 45**

| | AMOUNT PER SERVING* | % DAILY VALUE* |
|----------------------|---------------------|----------------|
| TOTAL FAT | 0g | 0% |
| -SATURATED FAT | 0g | 0% |
| -TRANS FAT | 0g | 0% |
| CHOLESTROL | 0mg | 0% |
| SODIUM | 50mg | 2% |
| CARBOHYDRATES | 11g | 4% |
| -DIETARY FIBRE | 0g | 0% |
| -SUGARS | 10g | 0% |
| PROTEIN | 0g | 0% |
| -GLUTEN | nil | nil |
| POTASSIUM | 260mg | 8% |
| CALCIUM | 30mg | 3.0% |
| MAGNESIUM | 10mg | 2.0% |
| VITAMIN C | 75mg | 80% |

INGREDIENTS: COCONUT WATER 100%

*The Daily Value tells how much a nutrient in a serving of food contributes to a daily diet of 2000 calories a day.

Ingredients

100% Pure Coconut Water. Contains: Tree Nuts (Coconut).

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