

2024 MASS MARKET SPORTS & HYDRATION DRINK REPORT

USBRB Commentary (PROS/CONS):

Hydration Capabilities:

PRO - Helps Rehydrate/Maintain Hydration

Electrolyte Content:

CON - Slightly High Amount of Electrolytes

Electrolyte Balance:

PRO - Balanced Electrolytes/RapidHydration

Flavoring:

PRO - Contains Natural Flavor(s)

Coloring:

NEUTRAL - Doesn't Contain Any Coloring

Sugar Content:

CON - Contains Excessive 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:

PRO - Supports Gut Health, Bolsters Immunity

SUPER FRAU!

Manufacturer:

Superfrau/Kuhl LLC

Phone: 413-537-0687

Email: hello@drinksuperfrau.com

<https://www.drinksuperfrau.com>

SuperFrau!

Description: (from Manufacturer's Website)

Upcycled Fizzy Whey Drink - Upcycled for the Plant. Naturally Loaded with Vitamins for Your Health. Contains: Milk.

Primary Application(s):

Daily Hydration, Sports Activity (Fitness)

Beverage Form:

Ready to Drink

Beverage Base:

Carbonated

Label (and Other) Warnings:

None

Allergens: (Ingredient Related)

Milk and/or Eggs



Price per Serving:** \$3.75

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.)

Hibiscus Orange, BlueBerry Lemonade, Peach Mango, Pineapple Ginger, Cucumber Lime

Poor Choice

Rating: **64.5** points



Nutrition Facts

Serving Size 1 can (355mL)

Amount Per Serving

Calories 110

% Daily Value

Total Fat 0g 0%

Saturated Fat 0g 0%

Trans Fat 0g

Cholesterol 5mg 2%

Sodium 170mg 7%

Total Carbohydrate 19g 7%

Dietary Fiber 0g 0%

Total Sugars 18g

Includes 0g Added Sugars 0%

Protein 3g 6%

Vitamin D 0mcg 0% • Calcium 359mg 30%

Iron 0mg 0% • Potassium 498mg 10%

Thiamin 0.15mg 10% • Vitamin B2 0.49mg 40%

Zinc 1.5mg 15% • Vitamin B6 0.15mg 8%

Vitamin B12 0.63mcg 25% • Vitamin B5 1.33mg 25%

Phosphorus 272mg 20% • Magnesium 34.86mg 8%

*The % Daily Value 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

Liquid Whey (Milk), Contains Less Than 2% of: Lactase (Enzyme), Natural Flavor, Citric Acid. Contains: Milk.

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