

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:

PRO - Contains Natural Color(s)

Sugar Content:

CON - Contains Excessive Sugar

Sweetener(s):

PRO - Contains Only Natural Sweetener(s),

PRO - Does Not Contain Stevia (Diuretic)

Glycemic Index:

NEUTRAL - Medium 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 - Bolsters Immunity



SOBE®

Manufacturer:
SoBe/PepsiCo, Inc.

Phone: 866-448-6321

Email: contact.pepsico.com/lifewtr/contact-us

www.sobe.com/our-drinks



SoBe Life Water

Description: (from Manufacturer's Website)

We Start with Our Favorite Juices and Flavors, then we take the Bolder the Better, and Mix in Some Added Vitamins. The Result: Colorful Concoctions That are Wickedly Tasty.

Primary Application(s):

Daily Hydration, Sports Activity (Fitness), Immunity

Beverage Form:

Ready to Drink

Beverage Base:

Still Water

Label (and Other) Warnings:

None

Allergens: (Ingredient Related)

None

Price per Serving:** \$1.99

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.)

Liz Blizz, South Beach Sunset, Offshore Breeze, Tsunami, Morning Patrol

Not Recommended

Rating: **56.6** points



Nutrition Facts

1 serving per container

Serving Size 20 fl oz (591 mL)

Amount Per Serving

Calories **250**

% Daily Value*

Total Fat 0g 0%

Sodium 15mg 1%

Total Carbohydrate 63g 23%

Total Sugars 63g

Includes 63g Added Sugars 126%

Protein 0g

Calcium 70mg 6%

Vitamin C 54mg 60%

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

*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

Filter Water, Sugar, Natural Flavor, Fumaric Acid, Calcium Lactate, Tartaric Acid, Citric Acid, Ascorbic Acid (Vitamin C), Purple Sweet Potato Juice Concentrate (Color), L-Carnitine, Gum Arabic, Purple Carrot Juice Concentrate (Color), Red Grape Juice Concentrate (Color), Glycerol Ester of Rosin, Red Clover Extract, Chromium Picolinate.

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