



# 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:

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:

CON - No Other Functional Benefits

# PROTEIN2O<sup>®</sup>

PROTEIN INFUSED WATER

Manufacturer:

Protein2O

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[www.drinkprotein2o.com/products/plus](http://www.drinkprotein2o.com/products/plus)



## Protein2O Protein Infused Water

Description: (from Manufacturer's Website)

All the Benefits of Protein to Fuel Your Healthy Lifestyle Made in Refreshing Fruit-Flavored Waters.

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)

None

Price per Serving:\*\* \$2.74

3rd Party Certifications:

Kosher, Gluten Free, BPA-Free

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.)

Mixed Berry, Tropical Coconut, Strawberry Banana

Poor Choice

Rating: **66.3** points



## Nutrition Facts

Serv. size 1 bottle (500mL)

Amount per serving

**Calories** **90**

% Daily Value

**Total Fat** 0g **0%**

**Sodium** 220mg **10%**

**Total Carb.** 7g **3%**

Total Sugars 0g

Incl. 0g Added Sugars **0%**

Erythritol 5g

**Protein** 20g **40%**

Potassium 59mg **2%**

Not a significant source of sat. fat, trans fat, cholest., fiber, vit. D, calcium, and iron.

### Ingredients

Water, Whey Protein Isolate (Milk), Erythritol, Natural Flavors, Phosphoric Acid, Sodium Citrate, Salt, Beta Carotene (Color), Monopotassium Phosphate, Reb A (Stevia Leaf Extract), Citric Acid.

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