

2024 MASS MARKET SPORTS & HYDRATION DRINK REPORT



Manufacturer:
Kent Precision Foods Group, Inc.

Phone: 800-442-5242

Email: info@sqwincher.com

www.sqwincher.com/products/rtd-zero-20-fl-oz



Poor Choice

Rating: **62.8** points



USBRB Commentary (PROS/CONS):

Hydration Capabilities:

PRO - Helps Rehydrate/Maintain Hydration

Electrolyte Content:

CON - Inadequate Amount of Electrolytes

Electrolyte Balance:

CON - Unbalanced Electrolytes

Flavoring:

CON - Contains Some Artificial Flavor(s)

Coloring:

CON - Contains Artificial Color(s)

Sugar Content:

PRO - Limited or No Sugar

Sweetener(s):

CON - Contains Only Artificial Sweetener(s),

PRO - Does Not Contain Stevia (Diuretic)

Glycemic Index:

PRO - Will Not Impact Blood Sugar

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

Sqwincher ZERO

Description: (from Manufacturer's Website)

Same Refreshing Ready to Drink Beverage as the Original, But Without the Sugar.

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:** \$2.64

3rd Party Certifications:

Gluten 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.)

Fruit Punch, Grape, Orange, Mixed Berry

Nutrition Facts

Serving Size	1 Bottle		12 fl oz	
Calories	5		5	
Total Fat	0g	0%	0g	0%
Saturated Fat	0g	0%	0g	0%
Trans. Fat	0g		0g	
Cholesterol	0mg	0%	0mg	0%
Sodium	150mg	7%	90mg	4%
Total Carbohydrate	2g	1%	1g	0%
Dietary Fiber	0g	0%	0g	0%
Total Sugars	0g		0g	
Added Sugars Included	0g	0%	0g	0%
Protein 0g	0g		0g	
Vitamin D	0mcg	0%	0mcg	0%
Calcium	2mg	0%	1mg	0%
Iron	0mg	0%	0mg	0%
Potassium	111mg	2%	66mg	2%

Ingredients

Water, Citric Acid, Potassium Citrate, Salt, Sodium Citrate, Potassium Phosphate, Sodium Benzoate (as a Preservative), Sodium Phosphate, Sucralose, Gum Arabic, Yellow 6, Glycerol Ester of Wood Rosin, Natural Flavor, Calcium Phosphate, Brominated Vegetable Oil, Magnesium Carbonate.

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