

2024 MASS MARKET SPORTS & HYDRATION DRINK REPORT



Manufacturer:
Clif Bar & Company

Phone: 800-254-3227

Email: www.clifbar.my.site.com/clifbarhelp
www.clifbar.com



Poor Choice

Rating: **65.3** 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:

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:

CON - High 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

Clif Hydration

Description: (from Manufacturer's Website)

Hydrates the Body and Replenishes Carbohydrates and Electrolytes.

Price per Serving:** \$0.74

3rd Party Certifications:

Non-GMO

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.)

Lemon Lime-Ade, Cranberry Razz

Primary Application(s):

Sports Activity (Fitness)

Beverage Form:

Powder - Bulk

Beverage Base:

Still Water

Label (and Other) Warnings:

None

Allergens: (Ingredient Related)

None

Nutrition Facts

27 servings per container
Serving size $\frac{3}{4}$ scoop (16g)
Makes 12 fl. oz.

Amount per serving

Calories 60

% Daily Value*

Total Fat 0g 0%

Saturated Fat 0g 0%

Trans Fat 0g

Polyunsaturated Fat 0g

Monounsaturated Fat 0g

Cholesterol 0mg 0%

Sodium 180mg 8%

Total Carbohydrate 15g 5%

Dietary Fiber 0g 0%

Total Sugars 14g

Includes 14g Added Sugars 28%

Protein 0g

Vitamin D 0mcg 0%

Calcium 33mg 2%

Iron 0mg 0%

Potassium 38mg 0%

Magnesium 16mg 4%

*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

Organic Glucose, Organic Dried Cane Syrup, Citric Acid, Sea Salt, Calcium Citrate, Beet Juice Powder (for Color), Natural Flavors.

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