

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:

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),

CON - Contains Stevia (Diuretic)

Glycemic Index:

NEUTRAL - Medium Glycemic Index

Sodium Content:

CON - High Sodium

Stimulants:

PRO - Stimulant Free

Aids Recovery:

PRO - Aids Recovery

Provides Energy:

PRO - Boosts Energy

Other Functional Benefits:

PRO - Provides Endurance Support, Bolsters Immunity

COLDEST

Manufacturer:

The Coldest Water LLC

Phone: 239-249-4930

Email: support@coldest.com

www.coldest.com/products/coldest-hydration



Coldest Hydration

Description: (from Manufacturer's Website)

3x Electrolytes, 3x Less Sugar. Recovery, Exercise, Sports, Travel, Performance.

Primary Application(s):

Sports Activity (Fitness), Extreme Workouts

Beverage Form:

Powder - Pre-Measured

Beverage Base:

Still Water

Label (and Other) Warnings:

Consumption Level Warning, Not for Children

Allergens: (Ingredient Related)

None

Price per Serving:** \$1.50

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.)

Strawberry, Fruit Punch, Watermelon, Blueberry Lemonade, Triple Berry

Poor Choice

Rating: **63.4** points



Nutrition Facts

20 servings per container

Serving Size 1 stick (16g)

Amount per serving

Calories 53

% Daily Value*

Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 840mg	36%
Total Carbohydrate 13.2g	4%
Dietary Fiber 0g	0%
Total Sugars 9.62g	
Includes 9.62g Added Sugars	18%
Protein 0g	0%
Vitamin B5 1.2mg	24%
Vitamin B6 (as Pyridoxine) 0.248mg	15%
Vitamin B12 0.968µg	40%
Vitamin B3 (As Nicotinic acid) 4.17mg	26%
Calcium 77.8mg	6%
Potassium 522mg	11%
Vitamin C 34.6mg	73%

The % Daily Value tells you how much nutrient in a serving of food contributes to a daily diet. 2000 calories is used for general nutrition advice.

Ingredients

White Granulated Sugar, Anhydrous Glucose, Edible Salt, Food Additives (Citric Acid, Calcium Aspartate, Potassium Citrate, Sodium Citrate, Dipotassium Hydrogen Phosphate, Stevioside, Silica, Vitamin C, Nicotinic Acid (Nicotinamide), Pantothenic Acid (D-Calcium Pantothenate), Vitamin B6, Vitamin B12), Edible Essence.

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