



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:

NEUTRAL - Doesn't Contain Any Coloring

Sugar Content:

PRO - Limited or No Sugar

Sweetener(s):

MIXED - Contains Both Natural and Artificial Sweeteners, PRO - Does Not Contain Stevia

Glycemic Index:

PRO - Low Glycemic Index

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



A NEW SIDE TO HYDRATION.

Manufacturer:

Mix Innovations Ltd.

Phone: N/A

Email: info@mxitup.com

www.mxitup.com/about/mx-products



Performance M:X Concentrate

Description: (from Manufacturer's Website)

Developed to Deliver a Balance of Carbohydrates, Electrolytes & Flavor, and Mixes Instantly with Water to Create a Smooth and Refreshing Drink.

Primary Application(s):

Daily Hydration, Sports Activity (Fitness)

Beverage Form:

Liquid Concentrate

Beverage Base:

Still Water

Label (and Other) Warnings:

None

Allergens: (Ingredient Related)

None

Price per Serving:** N/A

3rd Party Certifications:

Vegan, 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.)

Lemon & Lime, Forest Fruits

Not Recommended

Rating: **58.0** points



Nutrition Facts

	per 100ml	per serving 60ml
Energy	1004kJ	603kJ
	240kcal	144kcal
Fat	0g	0g
of which saturates	0g	0g
Carbohydrates	60g	36g
of which sugars	15g	9g
Protein	0g	0g
Salt	1.3g	0.75g
Sodium	0.5g	0.3g

Ingredients

Water, Maltodextrin, Fructose, Salt, Flavoring, Acidity Regulator (Citric Acid), Sucralose, Potassium Sorbate (Preservative).

The USBRB is an Independent 3rd Party Research Company Whose Mission is to Help Consumers Make Educated, Healthy Nutritional Choices. For info visit www.usbrb.org. USBRB Data Sources Include Public Information Published by Each Company - Label Nutrition Facts; Company Website; Marketing Materials; Press Releases; Social Media. Statements Regarding Functional Ingredients Have Not Been Evaluated by the FDA or the USBRB. While Sports and Hydration Drinks Can Provide Real Benefits, They are Not Intended to Diagnose, Treat, Cure, or Prevent any Disease or Health Condition. * Flavor/Color Criteria Addresses the Entire Range of Flavors. **Product Pricing is a Market Estimate Taken at the Time of Publication. Manufacturer's Information is Subject to Change - Always Review Nutrition Facts on the Product Package for the Latest Information Before Consuming. Other Sizes and Forms May be Available - Consult the Manufacturer for the Latest Information. If You Have Any Questions Consult a Physician Before Consuming Any Product. If You are the Manufacturer of this Product (or an Authorized Agent) and You See and Errors in the Information, Please Contact us at info@usbrb.org.