

# 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:

CON - Contains Excessive 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

# SWORD

PERFORMANCE

### Manufacturer:

Sword Performance, Inc.

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[www.drinksword.com/products/shield-freezer-pops](http://www.drinksword.com/products/shield-freezer-pops)



## Shield Freezer Pops

### Description: (from Manufacturer's Website)

A Fun and Unique Way to Rehydrate and Cool the Body's Core Temperature. With Half the Sugar, and all the Essential Electrolytes You Need for Everyday Life.

### Primary Application(s):

Daily Hydration, Sports Activity (Fitness)

### Beverage Form:

Ready to Drink

### Beverage Base:

N/A

### Label (and Other) Warnings:

None

### Allergens: (Ingredient Related)

None

Price per Serving:\*\* \$0.81

### 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.)

Lemonade, Pineapple Mango, Orange, Berry

Not Recommended

Rating: **57.3** points



## Nutrition Facts

Serving Size 1 Pouch (89 mL)

Amount per serving  
**Calories 40**

% Daily Value\*

Total Fat 0g 0%

Sodium 25mg 1%

Total Carbohydrate 11g 4%

Total Sugars 11g

Includes 11g added sugars 22%

Protein 0g

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, iron and potassium.

\*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

Water, Cane Sugar, Natural Fruit Flavor, Citric Acid, Salt, Potassium Citrate, Sodium Benzoate, Xanthan Gum, Potassium Sorbate (Preservative).

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