

# 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:

PRO - Contains Natural Color(s)

### Sugar Content:

CON - Contains Excessive Sugar

### Sweetener(s):

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

### Glycemic Index:

PRO - Low 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



### Manufacturer:

Stokely-Van Camp, Inc. (Gatorade)

Phone: 800-884-2867

Email: [contact@gatorade.com](mailto:contact@gatorade.com)

[www.gatorade.com/fuel/hydration/gatorade-thirst-quencher/pod-4-pack](http://www.gatorade.com/fuel/hydration/gatorade-thirst-quencher/pod-4-pack)



## Gatorade Pods

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

Mix Your Own Sport Drink - Works with GX Bottle  
- Concentrated - Add to Water.

Price per Serving:\*\* \$0.84

### 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.)

Fruit Punch, Frost Glacier Freeze, Frost Glacier Cherry, Strawberry Raspberry, Kiwi Raspberry

### Primary Application(s):

Sports Activity (Fitness)

### Beverage Form:

Liquid Concentrate

### Beverage Base:

Still Water

### Label (and Other) Warnings:

None

### Allergens: (Ingredient Related)

None

Not Recommended

Rating: **53.3** points



## Nutrition Facts

2.5 servings per container

Serving Size

0.4 pods (38 ml) / Makes about 12 fl oz

	Per Serving		Per Container	
Calories	80		210	
	% DV*		% DV*	
Total Fat	0g	0%	0g	0%
Sodium	150mg	7%	380mg	16%
Total Carb.	21g	8%	52g	19%
Total Sugars	21g		52g	
Incl. Added Sugars	21g	41%	52g	103%
Protein	0g		0g	
Potassium	50mg	0%	120mg	2%

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

\*The % Daily Value (DV) 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, Sugar, Dextrose, Citric Acid, Natural Flavor, Sodium Citrate, Salt, Monopotassium Phosphate.

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](http://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](mailto:info@usbrb.org).