

# 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):

PRO - Contains Only Natural Sweetener(s),

PRO - Does Not Contain Stevia (Diuretic)

### 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:

PRO - Bolsters Immunity



Manufacturer:

Hydrata Beverage Company

Phone: N/A

Email: [info@drinkhydrata.com](mailto:info@drinkhydrata.com)

[www.drinkhydrata.com/collections/hydrata-big-bags-16-serving-pouches](http://www.drinkhydrata.com/collections/hydrata-big-bags-16-serving-pouches)



## Hydrata Electrolyte Beverage Powder

Description: (from Manufacturer's Website)

Plant-Based Hydrating Electrolyte Drink Mix  
Made from Whole Foods. Contains: Tree Nuts  
(Coconut).

Price per Serving:\*\* \$2.19

3rd Party Certifications:

Vegan, Non-GMO, Gluten Free, Dairy 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.)

Original, Citrus, Berry

Primary Application(s):

Daily Hydration, Sports Activity (Fitness)

Beverage Form:

Powder - Bulk

Beverage Base:

Plant-Based

Label (and Other) Warnings:

None

Allergens: (Ingredient Related)

Tree Nuts and/or Coconut

Acceptable

Rating: **76.1** points



## Nutrition Facts

16 Servings Per Container

Serving Size 1 TBSP (11g)

Amount Per Serving

**Calories 35**

% Daily Value \*

Total Fat 0g 0%

Saturated Fat 0g 0%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 200mg 9%

Total Carbohydrates 9g 3%

Dietary Fiber <1g 3%

Total Sugars 5g

Added Sugars 0g 0%

Protein 0g

Vitamin D 0ug 0%

Calcium 40mg 3%

Iron 0.6mg 3%

Potassium 190mg 4%

Vitamin C 61mg 67%

Magnesium 20mg 5%

Zinc 0.1mg 1%

Manganese 0.10mg 4%

Copper 0.04mg 5%

\* 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

Freeze Dried Coconut Water Powder, Freeze Dried Fruit Powder, Organic Tart Cherry Powder, Redmond Sea Salt, Organic Freeze Dried Acerola Cherry Powder.

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