

# 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:

PRO - Balanced Electrolytes/RapidHydration

### 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:

PRO - Will Not Impact Blood Sugar

### 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

# NOOMA®

### Manufacturer:

Non Acidic Beverages LLC

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[www.drinknooma.com/products/organic-hydration-mix](http://www.drinknooma.com/products/organic-hydration-mix)



## NOOMA Organic Sport Hydration Mix

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

Organic, Few Ingredients, Natural Electrolytes from Coconut Water.

### Primary Application(s):

Sports Activity (Fitness)

### Beverage Form:

Powder - Pre-Measured

### Beverage Base:

Still Water

### Label (and Other) Warnings:

None

### Allergens: (Ingredient Related)

Tree Nuts and/or Coconut

Price per Serving:\*\* \$1.33

### 3rd Party Certifications:

Organic, Non-GMO, Vegan, Keto-Paleo Friendly, Gluten Free, Keto-Paleo Friendly

### 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.)

Mixed Berry

Highly Recommended

Rating: **81.6** points



## Nutrition Facts

15 Servings per container  
**Serv Size: 1 pack (7.4g)**

**Amount per serving**

**Calories 25**

**% Daily Value\***

**Total Fat** 0g **0%**

**Sodium** 180mg **8%**

**Total Carbohydrate** 6g **2%**

**Total Sugars** 4g

**Incl. 0g Added Sugars 0%**

**Protein** 0g

**Iron** 1mg. **6%**

**Potassium** 300mg **7%**

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

\* 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

Organic Evaporated Coconut Water, Organic Mixed Berry Flavor, Himalayan Pink Salt, Organic Lemon Juice Powder, Organic Stevia Leaf Extract. Contains: Tree Nuts (Coconut).

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