

# 2024 MASS MARKET SPORTS & HYDRATION DRINK REPORT



Manufacturer:  
GU Energy Labs

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[www.guenergy.com/products/energy-gel](http://www.guenergy.com/products/energy-gel)



## GU Energy Gel Original

Description: (from Manufacturer's Website)

Quick, Effective and Sustained Energy to Meet the Needs of all Types of Activity.

Price per Serving:\*\* \$1.60

3rd Party Certifications:

Gluten Free, Dairy Free, Vegan, Kosher, Informed Choice

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.)

Strawberry Banana, Birthday Cake, Campfire S'Mores, Lemon Sublime, Raspberry Lemonade

Primary Application(s):

Extreme Workouts

Beverage Form:

Gel

Beverage Base:

N/A

Label (and Other) Warnings:

None

Allergens: (Ingredient Related)

None

### 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:

PRO - Limited or No Sugar

Sweetener(s):

PRO - Contains Only Natural Sweetener(s),

PRO - Does Not Contain Stevia (Diuretic)

Glycemic Index:

NEUTRAL - Medium 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

Poor Choice

Rating: **67.3** points



## Nutrition Facts

Serving Size: 1 packet (32g)  
Servings per Container: 24 **Calories: 100**

	% Daily Value *
<b>Total Fat</b> 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Total Cholesterol</b> 0g	0%
<b>Sodium</b> 55mg	2%
<b>Total Carbohydrates</b> 23g	8%
Dietary Fiber 0g	0%
Total Sugars 7g	
Includes 7g Added Sugars	14%
<b>Protein</b> 0g	0%
<b>Potassium</b> 30mg	0%
<b>Calcium</b> 20mg	2%
<b>Iron</b> 0mg	0%
<b>Vitamin D</b> 0mcg	0%

\*Percent Daily Value is based on a 2,000 calorie diet.  
\*\* Daily Value not Established.

### Ingredients

Maltodextrin, Water, Fructose, L-Leucine, Natural Flavors, Citric Acid, Sodium Citrate, Potassium Citrate, Calcium Carbonate, L-Valine, Sea Salt, Gellan Gum, L-Isoleucine, Medium Chain Triglycerides, Sodium Benzoate (Preservative), Potassium Sorbate (Preservative), Fruit and Vegetable Juice (Color).

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