



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),

CON - Contains 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:

Superieur, Inc.

Phone: 631-839-9894

Email: www.superieurelectrolytes.com

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Superieur Electrolytes (Stick)

Description: (from Manufacturer's Website)

Best Tasting, Better Ingredients with Pink Himalayan Sea Salt and Real Vitamin C. Zero Sugar.

Price per Serving:** \$1.00

3rd Party Certifications:

Gluten Free, Vegan, Non-GMO

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.)

Red Raspberry, Lime Blueberry, Citrus, Watermelon

Primary Application(s):

Daily Hydration, Sports Activity (Fitness)

Beverage Form:

Powder - Pre-Measured

Beverage Base:

Still Water

Label (and Other) Warnings:

None

Allergens: (Ingredient Related)

None

Acceptable

Rating: **78.1** points



Nutrition Facts

Serving Size: 1 stick pack
Servings per Container: 14 **Calories: 10**

		% Daily Value *
Total Carbohydrates	2g	1%
Vitamin C (as Acerola Berry Extract)	70mg	78%
Calcium (as Tri-Calcium Citrate)	35mg	3%
Sodium	10g	<1%
Potassium (as Tr-Potassium Citrate)	160mg	3%
Stevia Leaf Extract	60g	**
Pink Himalayan Sea Salt	25mg	**
Bamboo Stem Extract	25mg	**
Trace Ionic Sea Minerals	12mg	**

*Percent Daily Value is based on a 2,000 calorie diet.

** Daily Value not Established.

Ingredients

Organic Rice Syrup Solids, Non-GMO Citric Acid, Natural Fruit Flavor.

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