



# 2024 MASS MARKET SPORTS & HYDRATION DRINK REPORT

## USBRB Commentary (PROS/CONS):

### Hydration Capabilities:

PRO - Helps Rehydrate/Maintain Hydration

### Electrolyte Content:

PRO - Proper 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

Phone: 956-683-9000

Email: [support@drinknooma.com](mailto:support@drinknooma.com)

[www.drinknooma.com/products/lemonade-1](http://www.drinknooma.com/products/lemonade-1)



## NOOMA Organic Sports Drink

Description: (from Manufacturer's Website)

Organic, Few Ingredients, Natural Electrolytes  
from Coconut Water.

Primary Application(s):

Sports Activity (Fitness)

Beverage Form:

Ready to Drink

Beverage Base:

Still Water

Label (and Other) Warnings:

None

Allergens: (Ingredient Related)

Tree Nuts and/or Coconut

Price per Serving:\*\* \$2.50

3rd Party Certifications:

Organic, Non-GMO, Vegan, Keto-Paleo Friend-  
ly, 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.)

Chocolate Mint, Lemonade, Watermelon Lime,  
Blueberry Peach, Mango

Highly Recommended

Rating: **87.4** points



## Nutrition Facts

Serv Size: 1 Carton (16.9 fl oz)

Amount per serving

**Calories 30**

% Daily Value\*

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

**Sodium** 110mg **5%**

**Total Carbohydrate** 7g **2%**

Total Sugars 5g

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

**Protein** 0g

**Calcium** 35mg **2%**

**Potassium** 340mg **8%**

**Magnesium** 20mg **4%**

Not a significant source of saturated fat,  
trans fat, cholesterol, dietary fiber,  
vitamin D, 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

Filtered Water, Organic Coconut Water from  
Concentrate, Organic Fruit Juice from Concentrate,  
Organic Fruit Flavor, Pink Himalayan Salt, Organic  
Stevia Leaf Extract. Contains: Tree Nuts (Coconut).

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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).