

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:

CON - Contains Artificial Color(s)

Sugar Content:

PRO - Limited or No Sugar

Sweetener(s):

CON - Contains Only Artificial Sweetener(s),

PRO - Does Not Contain Stevia (Diuretic)

Glycemic Index:

PRO - Will Not Impact Blood Sugar

Sodium Content:

PRO - Limited or No Sodium

Stimulants:

PRO - Stimulant Free

Aids Recovery:

CON - No Recovery Ingredient(s)

Provides Energy:

PRO - Boosts Energy

Other Functional Benefits:

CON - No Other Functional Benefits



Manufacturer:

MiO/The Kraft Heinz Company

Phone: 800-431-1002

Email: www.myfoodandfamily.com/con-

www.makeitmio.com/en/sport



MiO Sport

Description: (from Manufacturer's Website)

Squeeze the Enticing Enhancer in Water to Turn Boring Water into a Sensational Hydration Drink to Refresh Your Mornings and Invigorate Your Days.

Primary Application(s):

Daily Hydration, Sports Activity (Fitness)

Beverage Form:

Liquid Concentrate

Beverage Base:

Still Water

Label (and Other) Warnings:

None

Allergens: (Ingredient Related)

None

Price per Serving:** \$0.22

3rd Party Certifications:

None

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.)

Berry Blast, Orange, Lemon Lime, Artic Grape

Poor Choice

Rating: **60.8** points



Nutrition Facts

Serving Size: 1 squeeze (1/2 tsp./2.5ml)

Servings per Container: 18 Calories: 0

	% Daily Value *
Total Fat 0g	0%
Sodium 80mg	3%
Total Carbohydrates 0g	0%
of Which are Sugars 0g	0%
Protein 0g	
Vitamin D	0%
Calcium	0%
Iron	0%
Potassium	0%
Niacin (Vitamin B3)	10%
Vitamin B6	10%
Vitamin B12	25%

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

** Daily Value not Established.

Ingredients

Water, Citric Acid, Salt, Potassium Phosphate, Malic Acid, Contains Less than 2% of: Nicotinamide (Vitamin B3), Vitamin B6, Vitamin B12, Natural Flavor, Sucralose, Acesulfame Potassium, Gum Arabic, Sucrose Acetate Isobutyrate, Potassium Citrate, Blue 1, Potassium Sorbate (Preservative).

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