

# 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:

CON - Contains Excessive Sugar

### Sweetener(s):

PRO - Contains Only Natural Sweetener(s),

PRO - Does Not Contain 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:

CON - No Other Functional Benefits

# POWERADE®

### Manufacturer:

The Coca-Cola Company

Phone: 800-520-2653

Email: [www.powerade.com/support/con-](http://www.powerade.com/support/con-)

[www.powerade.com/products/pow-](http://www.powerade.com/products/pow-)  
[erade-freezer-bars](http://www.powerade.com/products/pow-)



## Powerade Freezer Bars

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

The Perfect Way to Refuel after Playing Sports,  
Exercising or Enjoying Outdoor Activities So You  
Can Keep Going Strong.

### Primary Application(s):

Daily Hydration, Sports Activity (Fitness)

### Beverage Form:

Ready to Drink

### Beverage Base:

N/A

### Label (and Other) Warnings:

None

### Allergens: (Ingredient Related)

None

Price per Serving:\*\* \$0.47

### 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.)

Mountain Berry Blast, Fruit Punch

Not Recommended

Rating: **55.5** points



## Nutrition Facts

16 servings per container

**Serving size** **4 bars (170g)**

Amount per serving

**Calories** **80**

% Daily Value\*

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

**Sodium** 75mg **3%**

**Total Carbohydrate** 20g **7%**

Total Sugars 19g

Includes 19g Added Sugars **38%**

**Protein** 0g

Calcium 2mg

Potassium 18mg

Niacin 15%

Vitamin B6 35%

Vitamin B12 70%

Magnesium 4mg

\* Not a significant source of saturated fat, trans fat, cholesterol,  
dietary fiber, total sugars, added sugars, vitamin D, calcium and  
iron.

### Ingredients

Water, High Fructose Corn Syrup, Contains 2% or  
Less of the Following: Natural Flavors, Citric Acid,  
Sodium Citrate, Sodium Benzoate and Potassium  
Sorbate (Preservatives), Monopotassium Phosphate,  
Calcium Lactate, Calcium Gluconate, Magnesium  
Oxide, Dicalcium Phosphate, Niacinamide (Vitamin  
B3), Pyridoxine Hydrochloride (Vitamin B6),  
Cyanocobalamin (Vitamin B12), Red 40, Blue 1.

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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).