

Why Don't More Sports Drinks Contain Protein?

It's a good question. Particularly since there is so much untapped opportunity. Sports drinks command over 50% market share in the sports, nutrition and performance drink category and are a \$7.856 billion business in 2018¹. But protein is rarely found in sports drinks. Also, typical sports drinks contain two electrolytes (sodium, potassium) and carbs. But they lack in other critical electrolytes and suffer from too much sugar.

INTRODUCING A BETTER SPORTS DRINK CONCEPT

Glanbia Nutritionals' sports drink prototype concept contains BevWise® A-100W, a whey protein ingredient designed to perform exceptionally well in high acid beverages. Ideal for pre-, during, or post-workout, our concept provides additional critical electrolytes and high quality protein from the BevWise, less sugar, and delivers the benefits of sustained energy and muscle growth.



Our Sports Drink vs. a Typical Sports Drink

BETTER NUTRITION

OUR SPORTS DRINK

Nutrition Facts	
Serving Size 20 fl. oz. (591g)	
Servings Per Container	
Amount Per Serving	
Calories 190	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 5mg	2%
Sodium 230mg	10%
Potassium 90mg	3%
Total Carbohydrate 25g	8%
Dietary Fiber 0g	0%
Sugars 24g	
Protein 20g	
Vitamin A 0%	• Vitamin C 0%
Calcium 10%	• Iron 0%
Magnesium 6%	

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Saturated Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Potassium	3,500 mg	3,500 mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

TYPICAL SPORTS DRINK

Nutrition Facts	
Serving Size 20 fl. oz. (591g)	
Servings Per Container	
Amount Per Serving	
Calories 140	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 270mg	11%
Potassium 75mg	2%
Total Carbohydrate 36g	12%
Dietary Fiber 0g	0%
Sugars 34g	
Protein 0g	
Vitamin A 0%	• Vitamin C 0%
Calcium 0%	• Iron 0%
Magnesium 0%	

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Saturated Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Potassium	3,500 mg	3,500 mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

- **More Electrolytes:** Sodium and Potassium, but also Calcium for bone health and Magnesium for muscle health
- **Lower Carbs and Sugar:** About 1/3 lower, appealing to consumers seeking less sugar in their diets
- **Added Protein:** 20 g protein for longer energy and muscle growth

CLEAN LABEL

OUR INGREDIENTS

Water, Sugar, BevWise® A-100W (whey protein isolate, phosphoric acid), Citric Acid, Natural Flavors, Salt

TYPICAL INGREDIENTS

Water, Sugar, Dextrose, Citric Acid, Salt, Sodium Citrate, Natural and Artificial Flavor, Monopotassium Phosphate, Gum Arabic, Glycerol Ester of Rosin, Sucrose Acetate Isobutyrate, Red 40, Yellow 5

Contact your account representative today to sample our prototype and see how BevWise A-100W creates new opportunities for sports drinks.

1. Mintel (IRI): Sports, nutrition and performance drinks March 2019