



www.drinkG2.com

G2™ From the Makers of Gatorade

A new low-calorie lifestyle beverage to hydrate athletes off the field

For decades Gatorade has hydrated and fueled athletes on the field and now G2 will help keep athletes hydrated OFF the field.

- Research indicates that athletes are doing a poor job of hydrating off the field, as some studies have shown that *50 to 70 percent of athletes show up to practices and games inadequately hydrated*.^{1,2,3} Dehydration can have a negative impact on performance and increase the risk for heat illness.
- With the addition of G2, The Gatorade Company will better meet the hydration needs of athletes on a 24/7 basis.

FLAVORS

- Fruit Punch, Orange, Grape

NUTRITIONAL INFORMATION

- **Electrolytes:** 110 mg sodium and 30 mg potassium per 8-oz. serving to help maintain electrolyte balance, encourage athletes to drink more, and help them hold on to the fluid – which are all important for better hydration.
- **Carbohydrates:** 7 grams of carbohydrate per 8-oz. serving to stimulate fluid absorption and palatability. Sweetened with a blend of natural and artificial sweeteners. Properly flavored beverages with electrolytes encourage drinking to help ensure better hydration.

AVAILABILITY

- Available in 20-oz. and 32-oz. bottles in convenience stores and in 12-oz., 20-oz., and 32-oz. bottles in grocery stores nationwide.

SUGGESTED RETAIL PRICE

- **Grocery**
 - 32-oz. single bottle: \$1.39
 - 20-oz. 8-pack: \$6.99
 - 12-oz. 6-pack: \$3.99
- **Convenience Stores:**
 - 20-oz. single bottle: \$1.29
 - 32-oz. single bottle: \$1.89 - \$2.19

Nutrition Facts		
Serving Size 8 fl oz (240mL)		
Servings Per Container 2.5		
Amount Per Serving	8 fl oz	20 fl oz
Calories	25	70
	% Daily Value*	
Total Fat 0g, 0g	0%	0%
Sodium 110mg, 270mg	5%	11%
Potassium 30mg, 75mg	1%	2%
Total Carbohydrate 7g, 17g	2%	6%
Sugars 7g, 17g		
Protein 0g, 0g		

Not a significant source of Calories from Fat, Saturated Fat, Trans Fat, Cholesterol, Dietary Fiber, Vitamin A, Vitamin C, Calcium, Iron.
* Percent Daily Values are based on a 2,000 calorie diet.

G2		
	From the makers of Gatorade	Gatorade® Thirst Quencher
DESCRIPTOR	Low calorie off the field hydrator	Sports drink
OCCASION	Off the field	On the field
CONSUMER TARGET	Athletes	Athletes
ELECTROLYTES	110 mg sodium/30 mg potassium per 8-oz. to optimize hydration	110 mg sodium/30 mg potassium per 8-oz. to optimize hydration
CALORIES/CARBOHYDRATES	25 calories/7 g carbohydrate per 8-oz. for optimal taste to encourage drinking	50 calories/14g carbohydrate per 8-oz. for optimal taste to encourage drinking and to fuel working muscles
CONSUMER BENEFIT	Advanced hydration	Advanced hydration and carbohydrate energy for performance

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¹Stover EA, et al. *Int J Sports Med* 27:330-335, 2006

²Stofan JR, et al. *Int. J. Sport Nutr Exerc Metab* 15:641-652, 2005

³Bergeron MF, et al. *Brit J Sports Med* 40:406-410, 2006