



The Gatorade Company Fact Sheet

The History of Gatorade:

Gatorade® was born on the playing field in the 1960s by researchers at the University of Florida to help the Gators football team prevent dehydration when they played in the swamp-like heat. Since the Gators' 1967 Orange Bowl victory, Gatorade has grown to become an essential part of the equipment of sports, and can be found on the sidelines, in the locker rooms and on almost every field of play.

Backed by more than 40 years of scientific research, Gatorade has proven rehydration and performance benefits over water. No other beverage or sports drink company has established such a strong expertise in rehydration and sports nutrition.

Gatorade Thirst Quencher Product Description:

Gatorade Thirst Quencher is scientifically formulated and athletically proven to replace fluids and provide energy to working muscles. By offering a scientifically validated blend of carbohydrates (6% carbohydrate blend; 14 grams per 8 oz) and key electrolytes (including the proper amounts of sodium at 110 mg per 8 oz), Gatorade stimulates fluid absorption, helps the body maintain fluid balance, provides fuel to working muscles and helps enhance athletic performance.

Gatorade is the most researched beverage on the market for athletes and active individuals, with ongoing hydration research conducted by the Gatorade Sports Science Institute (www.gssiweb.org) in Barrington, Illinois.

International Expansion:

Gatorade is currently available in 80 countries, with more than 30 flavors available in the U.S. and more than 50 flavors available internationally. Gatorade expanded to Canada in 1984, Asia in 1987 and Europe and South America in 1988.

U.S. Gatorade Thirst Quencher Flavors:

Mainline

Lemon-Lime
Orange
Cool Blue™
Citrus Cooler
Strawberry Kiwi
Fruit Punch

NEW Gatorade Rain™

Berry
Lime
Tangerine

Gatorade Lemonade™

Lemonade
Raspberry
Strawberry (*Wal-Mart and Sam's Club Only*)

Gatorade X-Factor®

Lemon-Lime + Strawberry
Orange + Tropical Fruit
Fruit Punch + Berry

Gatorade ICE

Watermelon

Gatorade Frost®

Glacier Freeze®
Riptide Rush™

Gatorade Fierce®

Melon
Grape
Strawberry
NEW Wild Berry

Gatorade Xtremo™

Mango Electrico
Tropical Intenso

Gatorade All-Stars®

Berry
Strawberry
Ice Punch
Grape
Lemon-Lime
Fruit Punch
Orange

Most Popular Flavor

Fruit Punch

Nutrition Facts

Serving Size: 8 fl oz (240 mL)
Servings Per Container: 2.5

Amount per Serving

Calories 50

% Daily Value*

Total Fat 0g 0%

Sodium 110mg 5%

Potassium 30mg 1%

Total Carbohydrate 14g 5%

Sugars 14g

Protein 0g

Not a significant source of Calories from Fat, Saturated Fat, Cholesterol, Dietary Fiber, Vitamin A, Calcium, Iron.

*Percent Daily Values are based on a 2,000-calorie diet.

Nutrition Facts Panel for a 20 oz bottle

Other Gatorade Brands:

Gatorade Endurance Formula™

Lemon-Lime
Orange

Propel Fitness Water®

Berry, Lemon, Black Cherry,
Kiwi-Strawberry, Peach, Grape, Melon

NEW Propel Calcium®

Mandarin Orange, Mango, Mixed Berry

Gatorade Sizes:

Bottles:

- 12 oz All-Stars™
- 20 oz Widemouth
- 24 oz Ergonomic Sports Bottle
- 32 oz
- 34 oz Endurance Formula
- 64 oz
- 1 gallon

Multipacks:

- 12 oz All-Stars 6-pack
- 12 oz All-Stars 12-pack
- 20 oz Widemouth 8-pack
- 20 oz Widemouth 15-pack
- 20 oz Widemouth 24-pack
- 24 oz Ergonomic Sports Bottle 6-pack
- 32 oz Widemouth 12-pack

Powder:

- 8 quart
- 51 oz

Aseptic:

- 8.45 oz Drink Boxes 8-pack

Gatorade Athletes:

- ◆ Michael Jordan – ESPN SportsCentury’s greatest North American athlete of the 20th century, six NBA Championships, five-time NBA MVP
- ◆ Derek Jeter – Six-time MLB All-Star and four World Series rings
- ◆ Peyton Manning – Two-time NFL MVP, four-time NFL All-Pro, six-time Pro Bowl selection
- ◆ Mia Hamm – 2004 gold medalist in Athens and international soccer’s all-time leading scorer (man or woman)
- ◆ Kevin Garnett – 2004 NBA MVP, nine-time NBA All-Star, six-time All-NBA
- ◆ Yao Ming – Four-time NBA All-Star and No. 1 overall pick in the 2002 NBA draft
- ◆ Mark Prior – 2003 MLB All-Star
- ◆ Vince Carter – Six-time NBA All-Star and 1999 NBA Rookie of the Year
- ◆ Kerri Walsh – 2004 gold medalist in Athens and two-time AVP Pro Beach Volleyball MVP
- ◆ Matt Kenseth – NASCAR 2003 Nextel Cup Champion
- ◆ Jimmie Johnson – NASCAR 2004 Nextel Cup Runner-Up; Finished top five in points in each of his four Nextel Cup seasons
- ◆ Ryan Newman – NASCAR 2002 Rookie of the Year
- ◆ Kristine Lilly – 2004 gold medalist in Athens and the first player in history, man or woman, to play in 300 career international matches
- ◆ Landon Donovan – Three MLS Cup championships, 2003 MLS Cup MVP
- ◆ Abby Wambach – 2004 gold medalist in Athens and two-time U.S. Soccer Female Athlete of the Year
- ◆ Mike Lambert – 2004 AVP Pro Beach Volleyball MVP, Best Offensive Player and Team of the Year
- ◆ Jennie Finch – 2004 softball gold medalist in Athens
- ◆ Misty May – 2004 beach volleyball gold medalist in Athens and 2005 AVP Pro Beach Volleyball MVP
- ◆ Diana Taurasi – No. 1 overall pick in the 2004 WNBA draft and 2005 WNBA All-Star
- ◆ Dwayne Wade – Two-time NBA All-Star

On the Sidelines:

In 1967, Gatorade initiated a relationship with the National Football League, supplying Gatorade to NFL teams. Since that time, Gatorade has become a ubiquitous presence on the sidelines of sports.

Sports Sponsorships:

Gatorade is the official sports drink of the NFL, NBA, WNBA, AVP, Major League Baseball, Major League Soccer, Major League Lacrosse and numerous professional, collegiate and amateur teams and events throughout the world including the New York Marathon, Boston Marathon, Chicago Triathlon and Ironman World Championship.

For More Information:

For more information or questions, please call 1-800-88-GATOR or visit www.gatorade.com.

www.gatorade.com www.propelwater.com www.itsonthecourse.com www.gssiweb.org