

# IMPORTANCE OF HYDRATION



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## KEEPING WORKERS HYDRATED IS FUNDAMENTAL TO HELPING PREVENT INJURIES

On-the-job injuries cost American companies on an average of \$48,000 per worker in 2008<sup>1</sup>

### How does dehydration affect worker performance?

- Motor speed and attention start to decline after losing just 2% of body weight from sweating<sup>2</sup>
- Physically they may experience dizziness, headaches, irritability and muscle cramps, and in extreme cases, heat exhaustion or heat stroke<sup>3</sup>

### How can a beverage help keep workers safe?



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Depending on heat levels and amount of protective gear worn, workers can lose over a gallon of sweat per shift<sup>4,5,6</sup>

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- Not all beverages have ingredients to encourage the re-hydration process
- A sports drink, like Gatorade<sup>®</sup>, can help replace body fluid lost through sweat to help prevent dehydration, and refuel working muscles



# THE SCIENCE OF GATORADE®

## FROM ELITE ATHLETES TO EVERYDAY HARD WORKERS, NO OTHER RE-HYDRATION BEVERAGE IS AS TESTED AS GATORADE®

Over 40 years of research demonstrate that Gatorade® contains the right balance of flavor, electrolytes and carbohydrates to keep workers hydrated and fueled

### Why does Gatorade® make sense for workers?

- Workers in hot environments are at risk for dehydration and heat illness. Consuming a sports drink such as Gatorade® will both help workers stay hydrated and provide energy<sup>1</sup>
- Gatorade® contains multiple types of carbohydrates which provide energy and promote fast water absorption to enhance re-hydration<sup>2,3</sup>

### Why is Gatorade® more effective than water?

- Plain water will not replace the electrolytes lost through sweat, nor will it supply the energy that working muscles need. Gatorade® provides both
- Research shows that people will stop drinking water before they are properly hydrated, and the flavor in Gatorade® promotes drinking<sup>4,5</sup>



1. Clapp A.J. et al. Am Ind Hyg Assoc J. 63:190-198, 2002. 2. Ryan, A.J. et al. J Appl Physiol 84:1581-1588, 1998. 3. Shi, X, et al. Med Sci Sports and Exerc 27:1607-1615, 1995. 4. Passe DH, In: Sports Drinks. Basic Science and Practical Aspects, pp. 45-88, 2001. 5. Clapp A.J. et al. Am Ind Hyg Assoc J. 60:747-751, 1999.

# THE SCIENCE OF GATORADE®



## WHY IS SODIUM ESSENTIAL IN A HYDRATION BEVERAGE?

It helps maintain a desire to drink

- Sodium in the bloodstream is an important trigger for thirst, encouraging continued, voluntary fluid intake<sup>1,2,3,4,5</sup>



Taste is one of the most important factors in determining whether individuals will drink re-hydration beverages. Research demonstrates that when people are hot and sweaty, they will consume more of a carbohydrate-electrolyte beverage like Gatorade® than water.<sup>1,6</sup>

## Beverage Comparison Chart: Powder & Concentrate Products

	Gatorade®	Sqwincher	Water
<b>Total Carbohydrate</b> A beverage containing 14g of carbs per 8 oz. is absorbed as fast as water. <sup>9,10</sup>	14g	17g	0g
<b>Carbohydrate Type</b> A beverage containing multiple types of carbs, specifically blends of glucose & sucrose, facilitates fluid absorption. <sup>3</sup>	Glucose Sucrose	Glucose Fructose	N/A
<b>Sodium</b> At least 110 mg of sodium per 8 oz. stimulates drinking to prevent dehydration, helps complete re-hydration after hard work in the heat and helps replace electrolytes lost in sweat. <sup>3,7,8</sup>	110mg	55mg	0mg

1. Murray R and Stofan R, In: *Sports Drinks: Basic Science and Practical Aspects*, pp. 197-223, 2001. 2. Nose H, et al. *J Appl Physiol* 65:325-331, 1988. 3. Sawka MN, et al. *Med Sci Sports and Exerc* 39:377-390, 2007. 4. Wemple RD, et al. *Int J Sport Nutr* 7:104-16, 1997. 5. Wilk B and Bar-Or O. *J Appl Physiol* 80:1112-1117, 1996. 6. Clapp AJ, et al. *Am Ind Hyg Assoc J* 61:692-699, 2000. 7. Gonzalez-Alonso, J, et al. *Int J Sports Med* 13:399-406, 1992. 8. Vrijens, D.M.J. and Rehrer, N.J. *J Appl Physiol* 86:1847-1851, 1999. 9. Rogers J, et al. *Int J Sport Nutr Exerc Metab* 15:220-235, 2005. 10. Ryan AJ, et al. *J Appl Physiol* 84:1581-1588, 1998.



# HEAT AND HUMIDITY

## HOT AND HUMID CONDITIONS CALL FOR HEIGHTENED AWARENESS

This chart shows when workers are entering "dehydration danger zones." Use caution and watch for dehydration warning signs.\*

		HEAT INDEX: Relative Humidity (%)													
		40	45	50	55	60	65	70	75	80	85	90	95	100	
Air Temperature (F)	110	136													
	108	130	137												
	106	124	130	137											
	104	119	124	131	137										
	102	114	119	124	130	137									
	100	109	114	118	124	129	136								
	98	105	109	114	118	124	129	136							
	96	101	104	108	112	116	121	126	132						
	94	97	100	102	106	110	114	119	124	129	136				
	92	94	96	99	101	105	108	112	116	121	126	131			
	90	91	93	95	97	100	103	106	109	113	117	122	127	132	
	88	88	89	91	93	95	98	100	103	106	110	113	117	121	
	86	85	87	88	89	91	93	95	97	100	102	105	108	112	
	84	83	84	85	86	88	89	90	92	94	96	98	100	103	
	82	81	82	83	84	84	85	86	88	89	90	91	93	95	
	80	80	80	81	81	82	82	83	84	84	85	86	86	87	

Source: National Oceanic and Atmospheric Administration

\*This chart does not take into effect hard workers that wear heavier gear. Heat illness can set in sooner at lower temperatures and lower relative humidity.

Extreme Danger	Danger	Extreme Caution	Caution
Heat stroke or sunstroke highly likely	Sunstroke, muscle cramps and/or heat exhaustion likely	Sunstroke, muscle cramps and/or heat exhaustion likely	Fatigue possible

# PRODUCTS



PRODUCTS



80 CALORIES PER 12 FL OZ SERVING

GATORADE **G2** PERFORM

THIRST QUENCHER INSTANT POWDER MIX

FRUIT PUNCH



MAKES 6 GALLONS

NET WT 51 OZ (3 LB 3 OZ) 1.45 kg

low calorie

G2

GATORADE PERFORM THIRST QUENCHER POWDER

FRUIT PUNCH

NET WT 0.52 OZ (15 g)



GATORADE PERFORM THIRST QUENCHER

FRUIT PUNCH

20 FL OZ (1.25 PT) 591 mL



# 2014 PRODUCT LIST

Exclusively For Gatorade® Industrial Channel Customers



## GATORADE® 1 QUART

Package Yield	1 Quart
Yield/Case	36 Gallons
Packing	144 - 2.12 oz.
Billing Ship wt/cs	21.1
Cases/Pallet	72
Case Dimensions	13.19"W x 7.13"H x 15.81"D
# of 8 oz. Servings/Case	576

FLAVOR	UPC CODE
Lemon Lime	03928
Fruit Punch	33808
Riptide Rush™	33675



## GATORADE® 1 GALLON

Package Yield	1 Gallon
Yield/Case	40 Gallons
Packing	40 - 8.5 oz.
Billing Ship wt/cs	23.3
Cases/Pallet	72
Case Dimensions	13.19"W x 7.13"H x 15.81"D
# of 8 oz. Servings/Case	640

FLAVOR	UPC CODE
Lemon Lime	03956
Orange	03957
Fruit Punch	03808
Riptide Rush™	33665



## GATORADE® 2.5 GALLONS

Package Yield	2.5 Gallons
Yield/Case	80 Gallons
Packing	32 - 21 oz.
Billing Ship wt/cs	46
Cases/Pallet	42
Case Dimensions	15.94"W x 8"H x 19.94"D
# of 8 oz. Servings/Case	1280

FLAVOR	UPC CODE
Lemon Lime	03969
Orange	03970
Fruit Punch	33691
Glacier Freeze®	33677
Riptide Rush™	33673
Variety Pack	03944



## GATORADE® 6 GALLONS

Package Yield	6 Gallons
Yield/Case	84 Gallons
Packing	14 - 51 oz.
Billing Ship wt/cs	47.7
Cases/Pallet	48
Case Dimensions	10"W x 13.63"H x 16"D
# of 8 oz. Servings/Case	1344

FLAVOR	UPC CODE
Lemon Lime	03967
Orange	03968
Fruit Punch	33690
Glacier Freeze®	33676
Riptide Rush™	33672



# 2014 PRODUCT LIST

Exclusively For Gatorade® Industrial Channel Customers



## 8 PACK G2® .52 oz. POWDER STICKS

Package Yield	20 oz.
Yield/Case	64 sticks
Packing	8 canisters - 8 sticks each
Billing Ship wt/cs	3.0
Cases/Pallet	168
Case Dimensions	6.38"W x 5.75"H x 12.25"D
# of 8 oz. Servings/Case	160

FLAVOR	UPC CODE
Glacier Freeze®	13160
Grape	13167
Fruit Punch	13168



## 8 PACK GATORADE® 1.34 oz. POWDER STICKS

Package Yield	20 oz.
Yield/Case	64 sticks
Packing	8 canisters - 8 sticks each
Billing Ship wt/cs	6.5
Cases/Pallet	105
Case Dimensions	7.38"W x 6.50"H x 14.38"D
# of 8 oz. Servings/Case	160

FLAVOR	UPC CODE
Lemon Lime	13163
Orange	13165
Fruit Punch	13166



## G2® INSTANT POWDER 2.5 GALLONS

Package Yield	2.5 Gallons
Yield/Case	80 Gallons
Packing	32 - 8.1 oz
Billing Ship wt/cs	17
Cases/Pallet	96
Case Dimensions	16"W x 10"H x 7"D
# of 8 oz. Servings/Case	1280

FLAVOR	UPC CODE
Variety Pack	13478



## G2® INSTANT POWDER 6 GALLONS

Package Yield	6 Gallons
Yield/Case	84 Gallons
Packing	14 - 19.4 oz.
Billing Ship wt/cs	19
Cases/Pallet	96
Case Dimensions	16"W x 10"H x 7"D
# of 8 oz. Servings/Case	1152

FLAVOR	UPC CODE
Grape	13439
Fruit Punch	13441

# 2014 PRODUCT LIST

Exclusively For Gatorade® Industrial Channel Customers



## PROPEL® 0.2 oz. POWDER STICKS

Package Yield	500 mL
Yield/Case	120 sticks
Packing	12 boxes - 10 sticks each
Billing Ship wt/cs	2.62
Cases/Pallet	136
Case Dimensions	6.81"W x 5.56"H x 7.63"D
# of 8 oz. Servings/Case	253

FLAVOR	UPC CODE
Grape	13472
Lemon	13471
Berry	13468
Kiwi Strawberry	13469
Cherry Lime	13466
Citrus Punch	13467
Lemonade	13465
Raspberry Lemonade	13470



## GATORADE® LIQUID CONCENTRATE

Package Yield	1 Gallon
Yield/Case	24 Gallons
Packing	4 - 1 Gallon
Billing Ship wt/cs	42
Cases/Pallet	48
Case Dimensions	12.31"W x 12.25"H x 12.31"D
# of 8 oz. Servings/Case	N/A

FLAVOR	UPC CODE
Lemon Lime	03984
Orange	03955
Fruit Punch	33977
Fierce® Grape	33305



## GATORADE® 20 OZ.

Package Yield	20 oz.
Yield/Case	N/A
Packing	24 - 20 oz.
Billing Ship wt/cs	35.4
Cases/Pallet	54
Case Dimensions	12"W x 7.88"H x 17.63"D
# of 8 oz. Servings/Case	60

FLAVOR	UPC CODE
Lemon Lime	32868
Orange	32867
Fruit Punch	32866
Glacier Freeze®	32486
Riptide Rush™	32488
Fierce® Grape	32482
Cool Blue™	32481
Rain Berry	20890
Glacier Cherry® <b>New</b>	10247
24 ct Variety Pack* (Lemon Lime, Fruit Punch, Orange)	20781
24 ct Variety Pack* (Rain Berry, Straw-Kiwi, Lime)	20802

\*2 variety pack items listed above must be ordered in full pallet quantities of 54 cases.



## G2® 20 OZ.

Package Yield	20 oz.
Yield/Case	N/A
Packing	24 - 20 oz.
Billing Ship wt/cs	35.4
Cases/Pallet	54
Case Dimensions	12"W x 7.88"H x 17.63"D
# of 8 oz. Servings/Case	60

FLAVOR	UPC CODE
Lemon Lime	20964
Orange	20407
Fruit Punch	20405
Glacier Freeze®	20006
Raspberry Melon	13143
Grape	20406



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Exclusively For Gatorade® Industrial Channel Customers

## GATORADE® 11.6 oz. CANS



Package Yield	11.6 oz.
Yield/Case	N/A
Packing	24 - 11.6 oz.
Billing Ship wt/cs	20
Cases/Pallet	100
Case Dimensions	10.75"W x 5"H x 16"D
# of 8 oz. Servings/Case	34

FLAVOR	UPC CODE
Lemon Lime	00901
Orange	00902
Fruit Punch	30903

## GATORADE® 32 oz.



Package Yield	32 oz.
Yield/Case	N/A
Packing	12 - 32 oz.
Billing Ship wt/cs	27.6
Cases/Pallet	70
Case Dimensions	15.6"W x 12"H x 8.4"D
# of 8 oz. Servings/Case	48

FLAVOR	UPC CODE
Lime Cucumber	13224
Tangerine	13481
Glacier Cherry®	10239

## PROPEL® 710 mL



Package Yield	710 mL
Yield/Case	N/A
Packing	12 - 710 mL
Billing Ship wt/cs	20.7
Cases/Pallet	75
Case Dimensions	9.31"W x 9.88"H x 12.63"D
# of 8 oz. Servings/Case	N/A

FLAVOR	UPC CODE
Lemon	00299
Berry	00338
Kiwi Strawberry	00339
Grape	00342

## GATORADE PRIME®



Package Yield	4 oz.
Yield/Case	N/A
Packing	20 - 4 oz.
Billing Ship wt/cs	6.58
Cases/Pallet	75
Case Dimensions	7.3"W x 7"H x 8.4"D
# of 8 oz. Servings/Case	N/A

FLAVOR	UPC CODE
Berry	04003
Orange	04005
Fruit Punch	04004

# 2014 PRODUCT LIST

Exclusively For Gatorade® Industrial Channel Customers



## GATORADE® ENERGY CHEWS



Package Yield	1 oz.
Yield/Case	16 oz.
Packing	16 - 1 oz.
Billing Ship wt/cs	1
Cases/Pallet	270
Case Dimensions	6.8"W x 5.8"H x 3.6"D
# of 8 oz. Servings/Case	N/A

FLAVOR	UPC CODE
Fruit Punch	13446
Cool Blue	13448
Orange	13447
Strawberry	10249

## GATORADE RECOVER® 500mL



Package Yield	500 mL
Yield/Case	6000mL
Packing	12 - 500 mL
Billing Ship wt/cs	14.95
Cases/Pallet	108
Case Dimensions	N/A
# of 8 oz. Servings/Case	25

FLAVOR	UPC CODE
Kiwi Strawberry	50110
Mixed Berry	50111

## GATORADE RECOVER® SHAKE



Package Yield	11.16 oz.
Yield/Case	133 oz.
Packing	12 - 11.16 oz.
Billing Ship wt/cs	10
Cases/Pallet	150
Case Dimensions	10"W x 7.6"H x 7.8"D
# of 8 oz. Servings/Case	16.74

FLAVOR	UPC CODE
Chocolate	10109
Vanilla	10110

## GATORADE RECOVER® Whey Protein Bars



Package Yield	2.8 oz.
Yield/Case	33.6 oz.
Packing	12 - 2.8 oz.
Billing Ship wt/cs	2.56
Cases/Pallet	351
Case Dimensions	8.563"W x 7.375"H x 3.375"D
# of 8 oz. Servings/Case	N/A

FLAVOR	UPC CODE
Chocolate Chip	104322
Chocolate Caramel	104339

# EQUIPMENT & POS



EQUIPMENT & POS



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Gatorade® Equipment	Item#	Ship Wt/Cs	Cube	Cases/Pallet	Suggested Product For Use With Equipment
 1-Gallon Cooler	49015-13	7	2.3	56	1 gal. powder and/or concentrate
 3-Gallon Cooler with fast-flowing spigot	49200-09	5.51	1.55	40	3 x 1 gal. powder and/or concentrate [or 2.5 gal. with less water]
 5-Gallon cooler with cup dispenser, fast-flowing spigot	49201-09	7.5	2.26	32	2 x 2.5 gal. powder and/or concentrate [or 6 gal. with less water]
 7-Gallon Cooler with cup dispenser, fast-flowing spigot	49134-09	8.6	2.5	27	4 x 2.5 gal. powder and/or concentrate [or 6 gal. with less water]
 10-Gallon Cooler with cup dispenser, fast-flowing spigot	49602-09	10.88	3.45	24	4 x 2.5 gal. powder and/or concentrate [or 6 gal. with less water]
 Concentrate Dispenser Racks (includes two pumps)	49974	N/A	N/A	N/A	Concentrate
 32 oz. Squeeze Bottles	50163SM	1.8	7.2	16	All
 48-Quart Ice Chest	49037-13	12	3.5	36	20 oz. or Cans



# EQUIPMENT & POS

Gatorade® Equipment	Item#	Ship Wt/Cs	Cube	Cases/Pallet	Suggested Product For Use With Equipment
	6 oz. Cone Cups 49972	15.86	1.85	35	All
	7 oz. Logo Cups 50149SM	35	3.1	36	All
	12 oz. Logo Cups 50148SM	37.23	N/A	24	All
	Gatorade® Thirst Station can be used with 3-, 5-, 7- & 10-gallon coolers (cooler not included) 49202-09	N/A	N/A	N/A	All Gatorade® Powder
	4-Tier Rack G06W49L10B	33	N/A	N/A	Gatorade® Powder and Ready-to-Drink Products
	Gatorade® Ice Barrel G06B48012	N/A	N/A	N/A	Gatorade® 20 oz. Gatorade® Cans and Propel® 710 mL
	Cooler Truck Bracket (cooler not included) 49136	N/A	N/A	N/A	All Gatorade® Powder
	Mixing Spoons Pump Cup Dispenser Fast-Flow Spigot Replacement Cup Dispenser	F28R53004 49044 49042 49191 49627			

# FREQUENTLY ASKED QUESTIONS



FAO



# FREQUENTLY ASKED QUESTIONS



## **Q: How much fluid should workers drink?**

**A:** Workers should weigh in before and after their shift. The goal is to maintain body weight throughout the day. If they lose weight, they should drink more fluids next time. One pound of weight loss equals 16 oz. of fluid. If weight was gained, they should cut back on fluids.

## **Q: When is it most effective to consume Gatorade® vs. G2® & Propel®?**

**A:** Workers looking to maintain their physical and mental performance should drink Gatorade®. Gatorade® is specifically designed with the carbohydrate level [6%] necessary to fuel working muscles. Workers who complete tasks that do not require intense energy utilization can try G2® or Propel®. These offerings are low-calorie options for those occasions when hydration is still a concern, but consuming the carbohydrates necessary to maintain performance is not.

## **Q: Can people with diabetes consume Gatorade®, G2® or Propel®?**

**A:** Yes, they can, but they should first confirm their drinking volume and schedule with their personal physician.

## **Q: Does Gatorade® contain a lot of sugar?**

**A:** No. Gatorade® is relatively low in sugar and calories compared to other beverages. Gatorade® has half the sugar found in juices or regular soft drinks, and about half the calories of skim milk. The small amount of carbohydrates present in Gatorade® is necessary to provide energy to working muscles, and it enhances re-hydration, replenishment and refueling for work occasions.

## **Sugar (Carbohydrate) & Calorie Comparison**

<b>Beverage</b>	<b>Carb/8 oz.</b>	<b>Cal/8 oz.</b>
<b>Grape Juice (unsweetened)</b>	37	154
<b>Energy Drink*</b>	27	160
<b>Cola</b>	26	100
<b>Orange Juice</b>	26	110
<b>Gatorade®</b>	14	50
<b>G2®</b>	5	20
<b>Beer</b>	9	100
<b>Coffee</b>	0	5

\*Red Bull (Red Bull N. America, Inc.)



# FREQUENTLY ASKED QUESTIONS

## **Q: Doesn't sodium cause high blood pressure?**

A: No. Sodium does not cause high blood pressure. For individuals who already have high blood pressure or those who are salt-sensitive, it is possible a rise in blood pressure may occur with sodium intake. While it is crucial to replace electrolytes lost in sweat, fairly small amounts of sodium are required in a hydration beverage for most individuals, and Gatorade® is actually a low sodium beverage. Prior research on healthy young workers has shown that even when consumed at high volumes (4 liters per day) in strenuous occupations, Gatorade® did not increase blood pressure. As always, you should consult with your doctor about exercise and beverage intake if you have high blood pressure.

## **Q: Doesn't Gatorade® contain a lot of sodium?**

A: No. Gatorade® is actually a "low sodium" beverage according to FDA standards. The chart below shows how Gatorade® compares to other commonly consumed food and beverages. The sodium content of Gatorade® has been optimized to help the body hold onto water when re-hydrating,<sup>1</sup> enhance taste and encourage drinking.<sup>2</sup> Beverages with lower sodium concentration may not be as effective as Gatorade® at re-hydrating your workers.<sup>3</sup>

<b>Food</b>	<b>Sodium (mg)</b>
<b>Fast Food Chicken Breast</b>	<b>1,020</b>
<b>Fast Food Hamburger</b>	<b>520</b>
<b>Whole Wheat Bread, 1 Slice</b>	<b>150</b>
<b>2% Milk, 8 oz.</b>	<b>130</b>
<b>Gatorade®, 8 oz.</b>	<b>110</b>

## **Q: What are the top-selling Gatorade® powder flavors?**

A: 50% of powder sales come from the top three flavors: Lemon-Lime, Orange and Fruit Punch. The additional powder flavors add variety, providing customers with an optimal flavor lineup.

- Riptide Rush™ – A fruity blend of grape and red berry flavors
- Glacier Freeze® – A blend of citrus flavors with a touch of strawberry
- Fierce® Grape – A profile of grape candy

1. Roberts D. J. *Occup Environ Hyg* 3:131-136, 2006. 2. Passe DH, In: *Sports Drinks. Basic Science and Practical Aspects*, pp. 45-88, 2001.

3. Vrijens, D.M. and Rehrer, N.J. *J Appl Physiol* 86:1847-1851, 1999.