

Gatorade intro

Nutrition



Gatorade: History and Product Offerings History Gatorade is a flavored non-carbonated sports drink manufactured by the Quaker Oats Company, a division of PepsiCo. It was invented during the 1960s by University of Florida doctors in order to hydrate the university's football team (The Gators). New brands include its vitamin-enhanced Propel Fitness Water; its Thirst Quencher series with names like Rain, Frost, and Fierce; and its Performance series, sold under the brand name Endurance. Current Offerings ¶,§ Performance Series — tag line “ sports hydration and nutrition for specialized needs”: Gatorade revealed the Gatorade line Energy Bar in 1999. This energy bar was Gatorade's first foray into solid foods, and was introduced to compete with PowerBar and Clif Bar. Gatorade Energy Bars contained a large proportion of protein in addition to its carbohydrates. In 2001, Gatorade introduced the (as now is known) Gatorade Performance Series, a special line of sports nutrition products. These products included Gatorade Carbohydrate Energy Drink, Gatorade Protein Recovery Shake, the Gatorade Nutrition Shake and the Gatorade Nutrition Bar. The Endurance Formula, introduced in 2004, was stated to contain twice the sodium and three times the potassium than the typical Gatorade formula, as well as chloride, magnesium and calcium, stated to “ better replace what athletes lose while training and competing”. ¶,§ Thirst Quencher — tag line “ tested in the lab, proven on the field”: In 2006, Gatorade introduced its Rain flavor line, which featured a lighter, crisp taste similar to its Propel line but came in the same bottle size and shape as the original Gatorade. In late 2007, a lower-calorie line of Gatorade drinks, named G2, was released. ¶,§ Propel Fitness Water — tag line “ fit has a feeling. And a water”: In 2000, Gatorade introduced Propel Fit Water, a vitamin enhanced water that is artificially sweetened. Propel has <https://assignbuster.com/gatorade-intro/>

the same electrolytes as Gatorade, along with some vitamins, making it similar to Vitamin Water. Propel Fitness Water with Calcium was introduced in 2006. ¶,§ Gatorade Tiger that was introduced in March 2008 is a Gatorade Thirst Quencher drink formulated for Tiger Woods in flavors he selected. Gatorade Tiger is available in Red Drive (cherry), Cool Fusion (lemon lime) and Quiet Storm (grape).