



Gatorade 2009 Packaging and Product News

New names such as “Be Tough” and “No Excuses” bring to life each subline’s benefits in the language of athletes. New names are designed to energize and excite consumers by reflecting their attitude and approach to activity.



	GATORADE	FIERCE® BRING IT	X-FACTOR® BE TOUGH	RAIN™ NO EXCUSES	AM™ SHINE ON	GATORADE TIGER™ FOCUS	G2™
Product Benefit	<p>← Advanced hydration and carbohydrate energy for performance →</p>					Advanced hydration, carbohydrate and theanine to help with mental focus	Low-calorie, advanced hydration and nourishment with B vitamins and antioxidant vitamins C and E that are important to healthy, active lifestyles
Electrolytes per 8 oz.	110 mg sodium 30 mg potassium	110 mg sodium 30 mg potassium	110 mg sodium 30 mg potassium	110 mg sodium 30 mg potassium	110 mg sodium 30 mg potassium	135 mg sodium 40 mg potassium	110 mg sodium 30 mg potassium
Calories/ carbohydrates (CHO) per 8 oz.	50 calories/ 14 g CHO	50 calories/ 14 g CHO	50 calories/ 14 g CHO	50 calories/ 14 g CHO	50 calories/ 14 g CHO	25 calories/ 7 g CHO	25 calories/ 7 g CHO
Vitamins, nutrients and other ingredients per 8 oz. (% Daily Value)		Niacin (B ₃) (25%) Pantothenic Acid (B ₅) (25%) Vitamin B ₆ (25%)	Vitamin E (20%)		Vitamin C (20%)	Vitamin E (10%) 22.4 mg of theanine	Niacin (B ₃) (25%) Pantothenic Acid (B ₅) (25%) Vitamin B ₆ (25%) Vitamin C (10%)* Vitamin E (10%)

Notes - * Grape G2 will have only 5% RDA of Vitamin C